DECEMBER 25, 1944 PRICE 15 CENTS

BROADCASTING

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Broadcast Advertis[illegible]

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9 10

Month after month during 1944 WOR
has been carefully clocking the 10 most
popular local shows carried by *all*
New York stations.

WOR now finds that 84% of these
great programs were broadcast by WOR
during the entire year.

—*that power-full station* **WOR**
at 1440 Broadway, in New York

member of the mutual broadcasting system

WLS GETS RESULTS!

WLS

CHICAGO 7

The PRAIRIE FARMER STATION

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH KOY, PHOENIX, AND THE ARIZONA NETWORK, KOY PHOENIX ★ KTUC TUCSON ★ KSUN BISBEE-LOWELL-DOUGLAS

Yankee's "Good Neighbor" Policy Creates *ACCEPTANCE*

Another winter — more time at home for Yankee listeners.

They are the listeners all over New England who dial their local stations for more listening — hours of music, drama, news and its analysis, sports — the infinite variety of superior Yankee Network entertainment which those hometown stations can give them.

There is neighborly acceptance of the local station, a friendly response that only a local enterprise, serving hometown merchants and taking part in the hometown activities, can command.

This is The Yankee Network's "Good Neighbor" policy — getting close to the people, close to the audience in each market, linking these many community audiences and markets together to make New England's great Yankee audience of 2,055,010 radio homes.

There are twenty-one of these "Good Neighbor" stations. They give closely knit primary coverage of the entire area — the closest approximation of 100% coverage you can buy.

Acceptance is **THE YANKEE NETWORK'S** *Foundation*

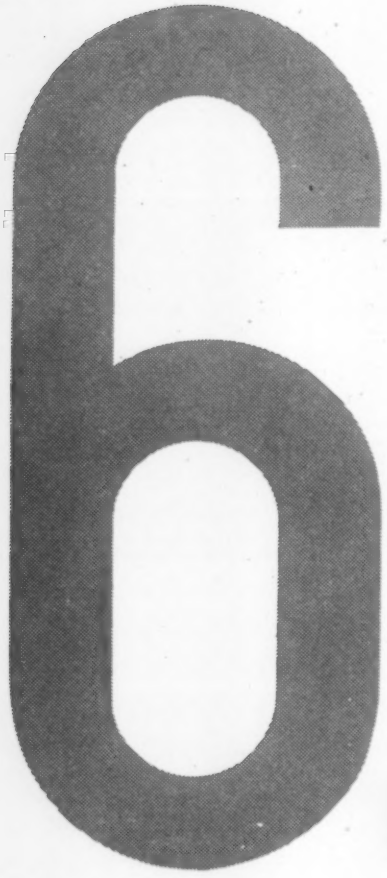
THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



WLAW
LAWRENCE
5,000 watts 680 kc

Hildreth & Rogers

WFTL
MIAMI
10,000 watts 710 kc

A Fort Industry Station

WPDQ
JACKSONVILLE
5,000 watts 1270 kc

Jacksonville Broadcasting Corp.

KRNT
DES MOINES
5,000 watts 1350 kc

WNAX
YANKTON
5,000 watts 570 kc

WCOP
BOSTON
500 watts 1150 kc
(Applying for 5,000 watts)

Cowles

MORE IMPORTANT STATIONS HAVE SWITCHED TO THE BLUE NETWORK

IT HAPPENED ON DECEMBER 15

Keith Kiggins, Blue's Station Relations Vice President, met with four of the nation's ablest and most experienced radio operators. They signed contracts. As a result of these contracts, six great radio stations will become part of the Blue Network on June 15, 1945.

We think this is important. We think it is important because of the *calibre of men who run these stations.* We think it is important because it *convinces us once again that the Blue Network is steadily marching ahead.* That the *trend is to the Blue.* That the idea is getting around that it is not only easy, but *smart,* to do business with the Blue.

Let's look at the stations! One has the reputation of being one of the country's great farm stations, two are affiliated with important newspapers, two are the most powerful in their section of the country, and one, with already a loyal listening audience in Boston, has plans to increase its power in the near future.

Then there is another very important consideration: Up to now, three of these stations have been part of CBS. Two were MBS. One was independent. *Now they are all Blue.*

WHAT DOES IT MEAN?

1

IT MEANS THAT 4 EXPERIENCED RADIO OPERATORS in the most effective way possible, *have set their stamp of approval* on the policies and ideals which are making the youngest of the 3 big Networks the fastest-growing advertising medium in the country . . . One of these men, Mr. Gardner Cowles Jr., says:

> "We are proud to affiliate three of our stations with the Blue Network. We have growing respect for and confidence in the increasingly good job being done by the new management of the Blue. We think the Blue has a great future and we are delighted to be able to bring the listeners of three of our stations the high quality Blue Program service."

2

IT MEANS MORE LISTENERS TO THE BLUE. Several hundred thousand more radio homes come under complete Blue coverage. For example, consider WNAX, Sioux City-Yankton, one of the greatest farm stations in the United States—in physical coverage, in mail pull, in its ability to sell goods for advertisers. A survey of 20 counties shows WNAX first in listening in 11, second in 6 and third in 3. As another example, WFTL, Miami, at 10 kw. is the most powerful station in Florida and teamed with WPDQ operates with the highest full-time power in Northern Florida.

3

IT MEANS MANY PLUSES FOR BLUE ADVERTISERS Aside from added coverage and loyal listening, these six stations are operated by men who know how to do a merchandising job and who get behind the selling efforts of advertisers who use their stations . . . Take KRNT, Des Moines: This station is affiliated with the Des Moines Register & Tribune, one of the nation's great newspapers. Its staff of trained merchandising men call regularly on jobbers, distributors and dealers, expediting the flow of advertisers' goods into the rich Iowa market . . . WLAW is prepared to render this same valuable merchandising service in Lawrence.

4

FINALLY, this switch of 6 important radio stations is further proof that NOW IS THE TIME FOR ADVERTISERS TO NAIL DOWN A FRANCHISE ON THE BLUE . . . Pointing the way are star programs which have recently started on the Blue: Alan Young, voted the most promising star by 600 radio editors, Herbert Marshall, The March of Time, Charlotte Greenwood, Gracie Fields, and Fred Waring . . . These shows join the ranks of Radio Hall of Fame with its galaxy of big name stars: Walter Winchell, Breakfast at Sardi's, The Breakfast Club, Blind Date, Life of Riley, Ed Wynn, Joe E. Brown, Hollywood Mystery Time, Drew Pearson, Quiz Kids, and those great public service programs, Boston Symphony, Metropolitan Opera, and Town Meeting of the Air. These and other national favorites prove the Blue can get high listening day and night, can get it again and again—with proved sales results for scores of satisfied advertisers.

THIS IS THE GREATER Blue *NETWORK*

AMERICAN BROADCASTING COMPANY, INC.

Merry Christmas

And A

Happy New Year!

We Hope That

1945

Brings You The

Best of Everything

KOIL CBS in Omaha

5000 WATTS . . 1290 KILOCYCLES

GORDON GRAY,
General Manager

BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

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SOL TAISHOFF
Editor and Publisher

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HOLLYWOOD: David Glickman, Mgr.; Marjorie Barmettler.

TORONTO: James Montagnes.

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TORONTO: James Montagnes.

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HOLLYWOOD: 1509 N. Vine St. GLadstone 7353.
TORONTO: 417 Harbour Commission Bldg. ELgin 0775.

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SUBSCRIPTION PRICE: $5.00 PER YEAR, 15¢ PER COPY

WEALTH IN LIVESTOCK

The tri-state area of Arkansas, Louisiana and Texas served by this powerful 50,000-watt station is in itself a large and growing livestock empire. Mounting numbers of purebred stock farms are working to help supply the nation's meat for war through improved breeding and scientific feed practices. Students of animal husbandry point to a bright future for stock raisers of this prosperous region, whose buying habits are influenced by KWKH, the No. 1 medium for marketing your goods and services.

KWKH

CBS ★ 50,000 WATTS

The Shreveport Times Station

SHREVEPORT, LOUISIANA

Represented by The Branham Co.

IMPORTANT ANNOUNCEMENT

WCOP, The Cowles Station in Boston, is pleased to announce that effective June 15, 1945, it will become affiliated with the Blue Network and will serve as the basic Boston outlet for all Blue Network programs.

Plans are now being made to expand the physical facilities, programming and personnel to back up the Blue and to make WCOP an outstanding New England station. Emphasis is being placed also upon increased service to advertisers and agencies. One of the first steps has been to head-up the staff with experienced, top-notch executives.

We'd like to have you meet them.

A. N. ARMSTRONG, JR., *General Manager*

Mr. Armstrong, better known to the trade as "Bud", will head up the complete operations of WCOP. He has had sixteen years' experience in the newspaper, agency and radio fields.

ROLAND C. HALE, *Chief Engineer*

Mr. Hale has been affiliated with WCOP as Chief Engineer for the past nine years. Previous to joining WCOP, he was affiliated in the same capacity with Radio Station WORC, Worcester, Massachusetts.

PAUL BELAIRE, *Commercial Manager*

Mr. Belaire comes to WCOP from the Boston sales office of WOR, New York, where he handled all sales in this area for an eight-year period.

HARRY D. GOODWIN, *Promotion and Merchandising Manager*

Mr. Goodwin brings to WCOP fifteen years' experience in radio. Prior to joining the Cowles organization, he held the same position at the Westinghouse Radio Stations, WBZ & WBZA.

JOHN D. MALOY, *Program Manager*

Jack Maloy, former Assistant Director of Production for the CBS Boston outlet WEEI, is also familiar with special events and is tops as a sports announcer. Previous to moving to Boston, Maloy was affiliated with WLAW, Lawrence.

FRANK J. BRINKMANN, *Chief Accountant*

Mr. Brinkmann joins the WCOP staff after spending many years in the construction field as a cost accountant and expediter.

WCOP Boston

A Cowles Station — New to the Blue — June 15, 1945

Represented Nationally By THE KATZ AGENCY, INC.

ST. LOUIS POST-DISPATCH CITY EDITION
YANKS LAND BEHIND LEYTE JAPS, SINK CONVOY
CHURCHILL MAKES GREEK ISSUE CONFIDENCE TEST
PATTON DRIVES 1 1-2 MILES INTO SIEGFRIED LINE
British Advance Through Mist and Mud
U.S. TROOPS GAIN POSITIONS BELOW ORSBC IN MOVE TO SPLIT ENEMY
PRIME MINISTER ASSERTS BRITISH TROOPS BLOCKED GANGSTER COUP
WHY NO PAPERS? STRIKE OF HELPERS IN PRESSROOMS
THREE CROSSINGS OF SAAR MERCED INTO THIQ SHELLS R.P. SAARBRUCKEN
ORPHEUM, LOEW'S CLOSED BY STRIKE 63 MOVIES DARK
New Water-Purifying Chemical Developed by Army and Firm Here
POIPER, MISTER?
AMADEE

Newspapers and Little Children

Newspapers and small children have one thing in common—they should be **seen** and not **heard.**

There are occasions, however when it is expedient for newspapers (as well as small children) to deviate from this established custom . . . especially when an emergency arises. And that is exactly what happened in the case of the St. Louis Post-Dispatch on December 7th and 8th when St. Louis was without newspapers for 40 hours because of a paper-handlers' strike.

A newspaper is an important commodity. When it cannot be seen it **deserves** to be heard. The unpublished editions of the St. Louis Post-Dispatch on December 7th and 8th **were** heard—through the voice of KSD, the Post-Dispatch station.

KSD began broadcasting from page proofs (like the page illustrated above) at approximately 12:15 p. m., December 7th, shortly after the newspaper's first edition failed to appear on the street. From then until 6 p. m., KSD continued "reading" the newspaper without interruption — cancelling 16 NBC network programs, six local shows and a full schedule of spots in the process.

Reading each edition required nearly two hours, and was performed by a battery of six announcers (plus KSD's Director of Women's Activities who read the Society news items.) They broadcast headlines, sub-heads, news, sports, editorials, a word picture of editorial cartoons, vital statistics, market reports and even the full page of comics. Then, from 6 p. m. until sign-off, KSD interrupted all scheduled nighttime shows for regular two-minute news summaries every half-hour.

On the second day of the strike, KSD again presented the first edition of the Post-Dispatch in an uninterrupted two-hour broadcast starting at 11 a. m. This was followed by special summaries each half-hour until the strike was terminated later in the afternoon in time for the newspaper to resume normal publication.

Meantime, Radio had again demonstrated its ability to function in the public interest, convenience and necessity.

KSD NBC AP

KSD

ST. LOUIS · 550 KC

Owned and Operated by
THE ST. LOUIS POST-DISPATCH

Nationally Represented by
FREE & PETERS, Inc.

At Deadline . . .

EIGHT-IN-ONE Co., Chicago (cold tablets), on Dec. 18 began sponsorship of Fulton Lewis' participation show, thrice-weekly, on WGN Chicago. Contract for 13 weeks was placed by H. W. Kastor & Sons, Chicago.

SINCERE CONVICTION that CBS proposals concerning television, international shortwave and FM, as disclosed during the FCC allocation hearings, "represent sharp advances that must eventually be achieved" was voiced Dec. 22 by Paul W. Kesten, CBS executive vice-president.

ANNOUNCEMENT that Edwin W. Wood Jr., until six months ago Mutual sales manager, is joining M. H. Hackett Inc., New York, in an executive capacity is expected shortly, although there was no confirmation as BROADCASTING went to press.

NEW FCC applications at deadline: Commodore Broadcasting Co. (operates WSOY Decatur, Ill.) new local, Springfield, Ill., 1550 kc, 250 w, unlimited; Texoma Broadcasting Co., new daytime regional, 970 kc, 1 kw, Wichita Falls (Walter D. Cline 10%, pres.; Gene L. Cagle, 10%, v-p.; M. Bernard Hanks, 40%, sec.-treas.; Houston Harte, 40%); WGN Inc. for new FM station, Milwaukee, 46,100 kc, 7,750 sq. mi., $150,000-$200,000; Assignment of license, WSAI Cincinnati, from Marshall Field to Buckeye Broadcasting Co., fully owned by Field Enterprises Inc.; transfer control WJJD Chicago from Marshall Field to Field Enterprises Inc. (no monetary consideration).

SELLERS of SALES

SEVERAL years ago a junior in the Benton, Ill., Township High School applied for the job as advertising manager on the school paper. The statement that won her the job was simply: "The paper must pay for itself and then some, through advertising. So far our merchants buy space because they feel it's their duty. I propose to make them buy space because it's good business."

That girl was Hildred Sanders, now radio director of Mitchell-Faust Adv. Co., Chicago. She did what she proposed to do. In less than a year the school paper showed a sizeable profit.

"Hilly" determined her career when she saw what a great selling force the high school paper alone could be. Not only did she write copy and make layouts for the local merchants buying space, but she went out and met the consumer, selling "everything from Dr. Ripley's Pink Pills to refrigerators and radio time."

HILLY

In 1934 "Hilly" Sanders entered the U. of Ill. in the College of Commerce, a major in advertising and selling. After graduation, "Hilly" Sanders came to Chicago as a radio copywriter for H. W. Kastor & Sons Adv. Co. She worked on the Procter & Gamble, Welch and Zonite accounts. Two years later, "Hilly" had narrowed her path in the advertising field to radio. Feeling the need for radio publicity and promotion experience, she left Kastor to work for Fred R. Levings Jr., freelance publicity man. Levings and "Hilly" were married in October 1940, and the new Mrs. Levings re-entered advertising in December as copywriter with Mitchell-Faust Adv.

Three years with Mitchell-Faust have elevated "Hilly" from copywriter to her present job of radio director. In addition to her regular duties, however, she continues to write practically all copy for Peter Hand Brewery Co., Chicago. The writing job alone includes commercial copy to be prepared for six half-hour programs, thirty-nine quarter-hour programs, and twenty-one five minute shows. "Miss" Sanders serves as secretary to the Chicago Radio Management Club.

The active Miss Sanders in business is the active Mrs. Levings at home. She maintains a bowling average of 165, and rides horseback. In spite of the kick "Hilly" Sanders gets out of her work, her home and her activities, she says her biggest thrill is coming home to her sandy-haired daughter, 2½.

BRIGHT SPOTS in Washington, D. C.

Mike Hunnicutt . . . he's the fellow who wakes Washington up with a laugh . . . 7 to 10 A.M.

Sports the way sports fans like them by Tony Wakeman, 1 to 5 P.M., and all-sports review at 6:45 P.M.

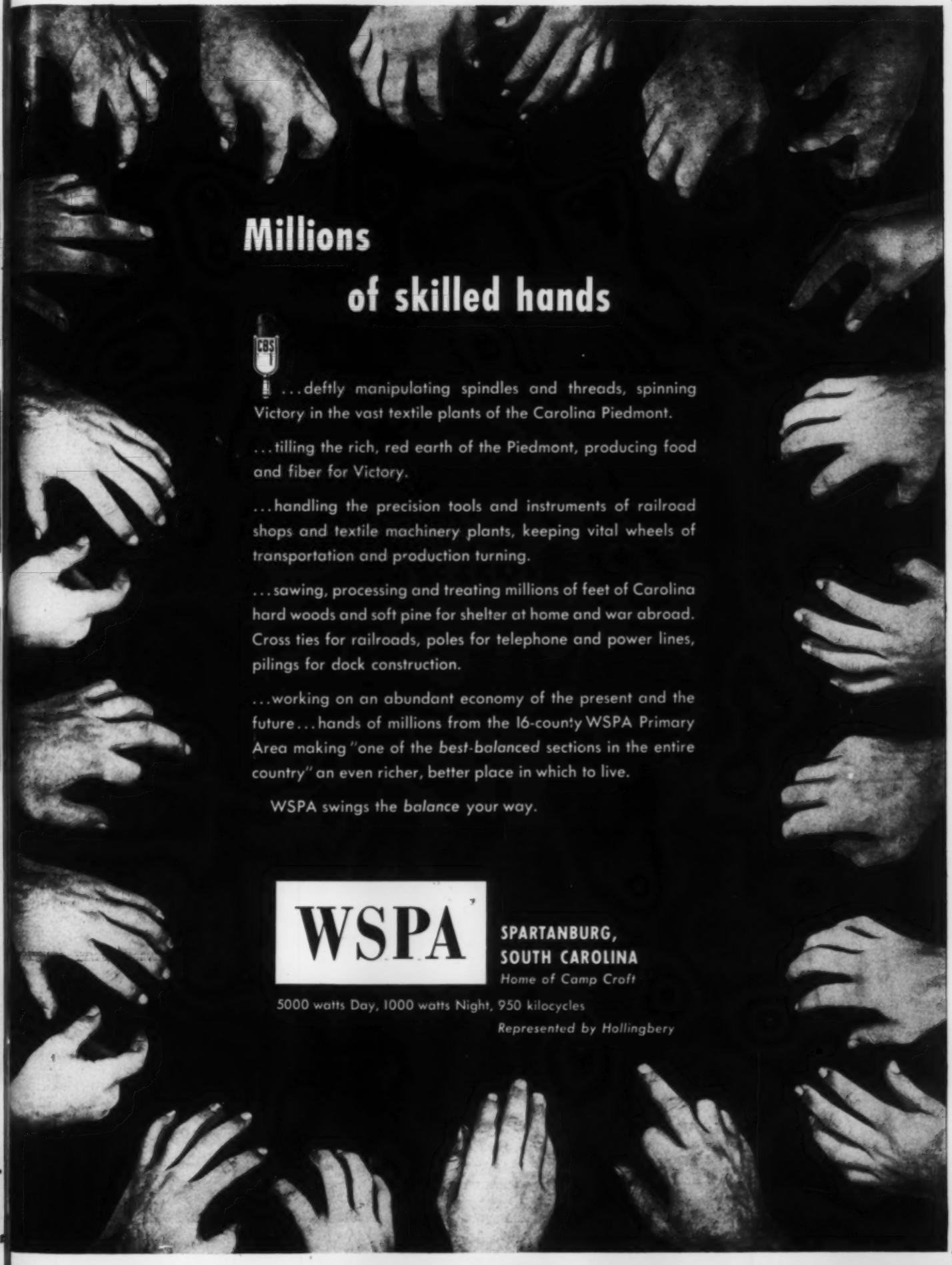
The "1450 Club" . . . as run by that popular music picker Jackson Lowe . . . 8:30 to 10:30 P.M.

Entertainment is our job. It's the tempo of the station . . . it's what overworked and ever - serious Washington people want. Those three fellows up there are typical of the fast pace this station sets. For results in the nation's capital . . . use WWDC.

WWDC

the big sales result station in Washington, D. C.

Represented nationally by WEED & COMPANY


Millions
of skilled hands
...deftly manipulating spindles and threads, spinning Victory in the vast textile plants of the Carolina Piedmont.
...tilling the rich, red earth of the Piedmont, producing food and fiber for Victory.
...handling the precision tools and instruments of railroad shops and textile machinery plants, keeping vital wheels of transportation and production turning.
...sawing, processing and treating millions of feet of Carolina hard woods and soft pine for shelter at home and war abroad. Cross ties for railroads, poles for telephone and power lines, pilings for dock construction.
...working on an abundant economy of the present and the future... hands of millions from the 16-county WSPA Primary Area making "one of the best-balanced sections in the entire country" an even richer, better place in which to live.
WSPA swings the balance your way.
WSPA
SPARTANBURG, SOUTH CAROLINA
Home of Camp Croft
5000 watts Day, 1000 watts Night, 950 kilocycles
Represented by Hollingbery

"But, Mr. Blunk, we can't be as efficient as F&P!"

● **Sure, Mr. Blunk! Here at Free & Peters, our *only* job is to keep up with what goes on in spot broadcasting. We have five offices, manned by top-notch men and women, equipped with teletypes, data libraries, and every modern office accessory—all dedicated to the one purpose of being tops at our business of radio station representation.**

So why should any agency or advertiser try to duplicate our facilities, when all he need do is to use what's already here? It's yours for the asking!

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
IOWA	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
SOUTHEAST	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
SOUTHWEST	
KOB	ALBUQUERQUE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
PACIFIC COAST	
KOIN	PORTLAND
KIRO	SEATTLE
KFAR	FAIRBANKS, ALASKA

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: 180 N. Michigan Franklin 6378 | NEW YORK: 444 Madison Ave. Plaza 5-4130 | SAN FRANCISCO: 111 Sutter Sutter 4353 | HOLLYWOOD: 6331 Hollywood Hollywood 2151 | ATLANTA: 322 Palmer Bldg. Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 27, No. 26 WASHINGTON, D. C., DECEMBER 25, 1944 $5.00 A YEAR—15c A COPY

Porter Assumes Chairmanship of the FCC

Renomination Will Go to Senate In January

PAUL A. PORTER, President Roosevelt's choice for the FCC chairmanship, assumed that office last Thursday under a recess appointment by the Chief Executive. He will be renominated to fill the vacancy created by the resignation last November of James Lawrence Fly when the new Congress convenes Jan. 3.

The recess appointment was announced at the White House by Stephen T. Early, Presidential secretary, just a half hour before the 11 o'clock swearing-in ceremony at the FCC. This course was decided upon because of the failure of the Senate to confirm Mr. Porter's nomination prior to its *sine die* adjournment last Tuesday. It will enable the Commission to get under way with its new organization with greatest possible speed. Mr. Early said the recess appointment would allow Mr. Porter to "get the benefit of experience" by starting the job at once.

Confirmation of the erstwhile publicity director of the Democratic National Committee by the Senate is expected by mid-January. In the interim, however, he will serve under the recess appointment. His renomination will be as a member of the Commission to fill the unexpired Fly term, which ends June 30, 1949. The President will name him chairman.

One Vacancy

Mr. Porter took over the chairmanship from Commissioner E. K. Jett, who had served as interim chairman since Mr. Fly's retirement on Nov. 15. With Mr. Porter's assumption of office, one vacancy remains on the FCC—that left when Comdr. T. A. M. Craven last July 1 joined Cowles Broadcasting Co. as executive vice-president.

Completion of the spectrumwide allocations—a herculean task that has been consuming much of the time of Mr. Jett and the law and engineering staffs—is the first order of Commission business. Mr. Porter as chairman, will be able to complete the executive organization of the Commission without slowing down the allocations processes.

Mr. Porter made no public statement upon taking over the FCC helm. He appointed Dorothy Page as his secretary. Miss Page had served with the new chairman while he was publicity director of the Democratic Committee and had been with him since his service as deputy administrator of the Office of Price Administration in charge of rent control in March 1942. He has not announced other appointments to his immediate staff.

Present at the swearing-in ceremony were his fellow members of the Commission and Secretary T. J. Slowie, General Counsel Charles R. Denny Jr., Chief Engineer George P. Adair, Richard Carlson, personnel director, and William B. Robertson, budget director. The oath was administered by Helen Marston of the FCC legal staff.

At best a race against time in the waning days of the last session, Mr. Porter's confirmation was abandoned before adjournment after he had held a lengthy conference Dec. 16 with Chairman Wheeler (D-Mont.), of the Senate Interstate Commerce Committee, to which FCC nominations are automatically referred. Assurances were given, however, that the nomination, upon resubmission next session, will receive prompt consideration. Chairman Wheeler was cognizant of the recess appointment plan.

Hyde Mentioned

Coincident with or following the Porter nomination will be the nomination of the successor to Comdr. Craven. Still regarded as in the forefront of those mentioned is Rosel H. Hyde, veteran assistant general counsel of the Commission and an Idaho Republican. Other names also are understood to be under consideration, however.

Mr. Porter probably will not participate in the allocations plan, now in its final preparatory stages. To do so, he would have to familiarize himself with the voluminous record amassed during five weeks of technical testimony last fall. The FCC's engineering and legal staff, as well as the Commission itself, have been giving virtually continuous study to the proposed report, with the likelihood that the project will be completed early in January. Presumably there will be oral arguments on the proposed report within a reasonable time, following which the allocations will be promulgated.

Budget Testimony

In addition to the allocations task, the Commission early in January will be called upon to testify before House and Senate appropriations subcommittees on the 1946 FCC budget. That task devolves largely upon the chairman as the administrative officer. In the interim, he will be in a position to familiarize himself with the FCC operations and personnel in advance of his appearance.

Mr. Porter's appointment on the recess basis is not without precedent or even unusual. The new Congress convenes Wednesday, Jan. 3. It probably would be mid-January, it is pointed out, before the nomination could be resubmitted, considered by the Interstate Commerce Committee in public hearings, and confirmed by the Senate.

When the Senate Committee considers Mr. Porter's nomination it will be at open hearing, according to Sen. Wheeler. Several members want to interrogate the nomi-

(*Continued on page 63*)

RADIO'S FUTURE rests in the hands of these men, members of the FCC, who posed for BROADCASTING's photographer after Paul A. Porter was sworrn in as chairman following a recess appointment by President Roosevelt. Seated (l to r): Paul A. Walker, Chairman Porter, Norman S. Case. Standing (l to r): Clifford J. Durr, Ray C. Wakefield, Ewell K. Jett, who served as interim chairman following the Nov. 15 resignation of James Lawrence Fly. Retiring Chairman Jett was first to congratulate his successor. Present also were FCC department heads.

PAUL A. PORTER named FCC chairman in a recess appointment by President Roosevelt, took the oath as Commissioner last Thursday. Administering the oath is Helen A. Marston, junior administrative assistant, FCC Law Dept.

FCC Denies Easing of Net Option Rule

First Interpretation Of Regulations Issued

(*Text of letters on page 58*)

STEADFASTLY adhering to its Supreme Court-blessed network regulations, the FCC last week denied requests of NBC and the Cowles Broadcasting Co. for amendments to two of the rules. At the same time, however, the Commission in letters to the petitioners issued the first formal interpretations of its network regulations since they were upheld May 10, 1943 by the so-called Frankfurter decision.

Sec. 3.104 involving the optioning of time to networks was clarified in the NBC denial. By the same token the FCC, in the Cowles decision, made clear its intentions with reference to Sec. 3.103 covering network contract.

NBC and 86 of its affiliated stations had requested modification of Sec. 3.104 to permit the network to option an additional half-hour evening period in a trade for morning option time [BROADCASTING, Aug. 16, 1943]. The Cowles organization contended Sec. 3.103 worked a hardship both on stations desiring network changes and on new stations [BROADCASTING, Sept. 25].

Three Hours Per Segment

The Commission held, in the NBC case, that no more than three hours in any one time segment may be optioned. Those hours are 8 a.m.-1 p.m., 1-6 p.m., 6-11 p.m., 11 p.m.-8 a.m.

Contending that it utilized only two of the maximum three hours permitted as option time in the morning segment, 8 a.m.-1 p.m., NBC asked permission to option on week days the 7-7:30 p.m. period in addition to the three evening hours it now options. In return for the extra half-hour in the evening NBC proposed to continue optioning only two hours in the morning segment.

NBC, the FCC pointed out in a news release, options no time in the morning period on Sundays and sought Commission permission to option four hours, rather than the three permitted under the regulation, between 6-11 p.m. Sundays. The Commission held that "options may not be exclusive as against other network organizations and may not prevent or hinder the station from optioning for selling any or all of the time covered by the option, or other time, to other network organizations."

NBC was advised that one of the purposes of the regulations was to leave 14 of the 35 evening hours weekly free of network option to "foster the development of local programs". Should the additional half-hour be permitted, the Commission said, "practically no time in that segment" would be available for local programs, since NBC already sells some 7¾ of the 14 evening hours reserved from option.

NBC was commended for restricting its number of morning option hours to two, but "the Commission assumes that NBC will not desire to discontinue its present policy of optioning only two hours in the morning segment despite the fact that a maximum of three hours is permissible under the present regulation," the network was told.

In denying the Cowles petition the FCC pointed out that the request "was based on a misunderstanding of the present Sec. 3.103". The Commission denied Cowles' allegations that a station affiliated with one network may not enter into a contract with another network until its contract with the first has expired.

"A station affiliated with one network but desiring to change its affiliation to another network may, under the Regulations as presently drawn, enter into an affiliation contract with the second network at any time, provided that the effective date of the contract is not more than six months from the entering into of the contract," the FCC advised Cowles, explaining that the regulations do not prevent "dual affiliation".

Cowles had contended that as the rule stands hardships are worked on stations desiring to change networks as well as new stations. As for new stations the petition held that the six-month clause in the network contract regulation made it almost impossible for a licensee to plan wisely. The FCC placed a different interpretation on its regulation, however.

"An applicant for a new station can enter into a contract with a network at any time, provided only that the period covered by the contract shall not be in excess of two years, and that the contract shall not be entered into more than six months before the beginning of the period," the FCC held.

First petition by NBC to amend the option rule was filed Aug. 7, 1943 and denied a month later on the grounds that the Commission wanted to observe operations under the regulations before making changes. They went into effect June 15, 1943. In a letter filed with the FCC last Oct. 27 President Trammell urged the following amendment which was denied, be adopted:

In the event a station does not option the full three hours permissible under the regulation in the 8 a.m. to 1 p.m. segment of the broadcast day, it may, in addition to optioning three hours in the 6-11 p.m. segment, also option in that segment for network programs one-half of the difference between three hours and the total hours it options in the 8 a.m. to 1 p.m. segment; *provided*, however, the total time optioned by a station in the 6-11 p.m. segment shall not exceed 3½ hours on any weekday nor 4 hours on a Sunday.

NBC's request for modification of Sec. 3.104 was based on the following contentions:

1. The program structure of the nation has developed in such a manner that the more important national network programs are in the evening segment of the broadcast day. The program policies and the broadcasting income of the affiliated stations as well as of the network organizations are based upon that structure. Because of this fact NBC, for many years, has had under option from its affiliated stations in the eastern and central time zones the following evening hours (NYC time): Weekdays: 7-7:30 p.m. and 8-11 p.m. Sundays: 7-11 p.m.

2. To limit the networks to three hours of option time in the evening segment of the broadcast day will disrupt the national program service without corresponding benefit to the local service.

3. If the requested modification in Regulation 3.104 is made by the Commission, petitioners plan to arrange for nonexclusive options to NBC on not more than two hours in each weekday morning segment of the broadcast day and no options in the Sunday

(*Continued on page 58*)

Reichhold Expands

REICHHOLD Chemicals Inc., Detroit, manufacturers of synthetic resins, industrial chemicals and discs, Jan. 5 will expand broadcasts of the Detroit Symphony on Mutual, Saturday 8:30 p.m. from a half-hour to a full hour, carrying through 9:30 p.m. The present period has been found too short to allow presentation of many of the best symphonies, which run from 32 to 37 minutes, according to Grant Adv., New York. Expansion will also allow for the presentation of guest concert stars for the first time starting off with Larry Adler. Since the program started on 61 MBS stations Oct. 21, the commercial network has gradually expanded to under 100 stations. An additional block of 15 stations will be added Jan. 6.

FOUR NEW STATIONS GET FCC APPROVAL

THREE new experimental television stations and a new developmental broadcast outlet were granted by the FCC last week, all to utilize frequencies to be assigned by the FCC chief engineer.

Zenith Radio Corp., Chicago, was granted a construction permit for a new experimental video outlet to operate with 250 w visual (1,000 w peak) and 1,000 w aural, unlimited time.

Farnsworth Television & Radio Corp., Fort Wayne, Ind. was granted experimental television facilities of 4,000 w peak visual power and 4,000-6,000 w aural power with unlimited hours. Farnsworth operates the Fort Wayne standard outlet WGL.

Licensee of KDYL Salt Lake City, Intermountain Broadcasting Corp., was granted a construction permit for a new experimental television outlet to operate unlimited time with 400 w peak visual and 200 w aural.

New developmental construction permit was granted to Evansville on the Air Inc., Glenwood, Ind., licensee of WEOA-WGBF Evansville. Facilities are unlimited hours with 1,000 w power and special emission for FM.

Continental Station Breaks

CONTINENTAL OIL Co., Ponca City, Okla., as part of its 1945 advertising program for Conoco Oil on Jan. 1 begins a series of 20 live station breaks weekly on an undetermined number of stations. Agency is Geyer, Cornell & Newell, New York.

The Strength of 25 Years

CHRISTMAS DAY, 1944.

Like other Christmas Days—a child's dream.

A child's dream that all is right with the world, and that all will be right; that there is but one goodness, and that's the goodness of giving; that there is but one song, and that's a song the heart sings; that there is but one sound, and that's the sound of bells in segue to the tinkling laughter of a jolly old man.

So, Christmas—a child's dream, and betimes a man's dream. A man's dream that these things he believed with his heart when he was younger he can now, even in these evil days, believe for a passing moment with his mind. A man's dream that his childhood is not gone, but has been lost to him only in a transient way and will return; that the child's ideal of peace, and fellowship, and giving, and loving, and living joyfully, is not an ideal lost to mankind, but only misplaced to be found again some day, some good and blessed day, some beautiful day that will crash upon us with ringing of bells, with singing in the streets and with tinkling laughter that might be touchingly reminiscent.

To this day, a day that marks the eve of its 25th anniversary, may radio—this art that has in its power to blend the minds of men—dedicate its purpose. May its heart beat faster in the knowledge that its hand, the strongest instrument in the communion of mankind, is helping and can help more in the battle for peace.

May it, best of all and most of all, remember that the day will dawn when the world's people must join hands again—that the day will dawn, borne on the wind that whispers the echo of marching men who were boys only yesterday.

May it remember that mankind's dream is transcendant, for it is in truth a child's dream.—R. K. R.

Now Is the Time to Plan 1948 Campaign

All Good Stations Should Come to the Aid of Their Political Parties

By J. LEONARD REINSCH

Managing Director WSB Atlanta; WHIO Dayton; WIOD Miami
Radio Director, Democratic National Committee
During 1944 Presidential Campaign

TIME has cooled the heat of the political campaign and I write as a broadcaster in the interests of better broadcasting.

First, let me make it clear that I grant my direction of radio for the Democratic National Committee was not perfect, but I also like to remember that we won on Nov. 7.

We are all agreed, regardless of political leanings, that the two-party system is essential to Democracy, and we all know the two-party system means politics.

Here to Stay

Since politics and radio are here to stay, it would be well for the NAB to study political broadcasts and establish a set of standards. A review of the 1944 Presidential campaign may serve as a guide.

Sold-out stations and networks, for the most part, shuddered as political orders disrupted tight schedules. Fortunately in National Chairman Bob Hannegan, Publicity Director Paul Porter, and Treasurer Ed Pauley, we, of the Democratic National Committee, had a trio that appreciated radio's problems. At times, I wondered if radio appreciated as well our political problems. Occasionally, I wondered if radio was in the least bit interested.

Radio was generous to the political parties in broadcasting the conventions. Perhaps overly generous considering some of the program material. National political conventions should be broadcast, and broadcasting has forced improved conventions, shortened speeches, and cleared convention programs of non-essentials.

It was a fine public service, too, to broadcast the acceptance speeches of the Vice-Presidential candidates.

Then we started to buy time, or, to be correct, I should say, we tried to buy time.

An Obligation

We developed a transcribed farm series to be broadcast five days a week in early morning hours. Our agency, the Biow Co., with the careful guidance of John Hamm and Stanley Pulver, selected the stations to cover the markets we wanted to reach. Basically, the program idea was listenable, consisting, for the most part, of John Merrifield (on leave from WHAS) interviewing farmers.

The representatives got the orders and soon we were getting such alternate times as 12 midnight, 5 a.m., 4:30 p.m., etc.

Some stations did clear good time from the first, but several prominent stations refused to clear anything resembling adequate time. Two stations said they would carry no political advertising, but would donate some time to each party, possibly a half hour per week. It certainly was not our desire to interfere with their overall program, but we had a job to do with the farmers and a half-hour once a week didn't fit our strategy.

And why should any station disrupt its program schedule filled with 13, 26, and 52-week advertisers for a short campaign of political advertising? No reason at all, except that radio does have a public service obligation!

By making it impossible for the Democratic National Committee to buy early morning quarter-hours to reach the farmers, and providing no practical alternative suggestions, some stations blocked a major political party from reaching a group of listeners in their area.

Lame Excuses

A difficult position to justify.

I am not classified as a network baiter or defender, but I would like to point out that two network-owned stations did rearrange their schedules to clear for the farm series.

More grief! Several stations arbitrarily changed our broadcast time and casually notified us at the last minute. Local chairmen had to be notified; newspaper advertising changed; long distance telephone calls of explanation were required; one station adopted the view, "It's only political advertising, anyway", and decided it could not clear after the time was set and the order mailed to the station.

In all fairness, I should mention that about half the list gave mighty fine cooperation.

Radio cannot plead innocence with the statements that "all the time is sold"—"you know how difficult it is these days"—"we try to keep a balance with network programs"—"local committees are given preference"—"we don't want to give it to one party, then have to clear our schedules for another political broadcast."

During campaigns, political broadcasts represent advertising but it isn't the regular type of advertising and must be evaluated in a different way than regular commercial accounts.

Radio is a public service medium.

True, I do not believe that it is a public service to put on the air for 30 minutes any politician who feels he has a message for the people. Some prominent men still refuse to recognize, with a few exceptions, a 30-minute political speech is as out-moded as the torch-light parade. The exceptions are the Presidential candidates and the few who have something to say.

Which leads up to a major weakness of many political speeches. Not enough time is given to preparation of material and delivery. There must be a recognition of radio delivery as being distinctly different from the old-fashioned heavy-lunged swinging-arm oratory. To their credit many political speakers are aware of the problem and will welcome the guidance of radio personnel. Unfortunately, political leanings of some station personnel govern the degree of help, yet we don't hesitate to improve any advertised program even though we may not like the product.

The five-minute idea was developed to solve several problems. Instead, it created problems. It might be the prejudice of a fond parent, but I still like the idea and believe it will be the answer to many of our campaign difficulties.

Exposed to All

By taking the last five minutes of established programs, we minimize the possibility of losing listeners. The advertiser gets his complete sales talk, the talent remains on the air so that the continuity of the series is unbroken. Six speakers are accommodated in a total amount of time usually allotted to one. The talks are more effective, because more careful consideration must be given to the preparation of the material, and instead of members of one party hearing their own speakers, listeners are exposed to all speakers.

MR. REINSCH

While the networks cooperated in clearing five-minute spots, a number of accounts refused to cut their programs. The excuse, for the most part, being that they would be discriminating in favor of the Democrats. It should be pointed out that a five-minute spot was completely divorced from the preceding program; no credit line given unless requested, so that the broadcast was a complete program within itself.

Unable to clear all the five-minute periods desired, we were forced to buy 15 and 30-minute spots.

With the present radio operation, it is necessary for the political parties to pay the talent usually occupying the preempted program time. In other words, if we bought Thursday night at 10 o'clock from NBC, we would have to pay $18,000 for talent before we purchased the time, or, if we wanted Columbia Monday at 9 o'clock, it would be necessary to buy the full hour, and in addition to time charges, pay a $20,000 talent bill. We, therefore, selected the programs with low talent costs in fairly good spots. As a result, some network programs were hit again, again, and again.

Frankly, I don't know the answer to this problem, but it does seem that radio has placed a financial block before political parties that makes it difficult to select adequate time to present an appeal to the voters.

Danger of Bias

During the campaign there were many cries of free speech being restricted. Radio, however, has a problem with some so-called commentators who hide behind the cloak of free speech and are extremely careless about fact. Half-truths, rumor, innuendo, inflection, all are tools used by the biased commentator. While commentators should be given full freedom, care must be exercised that they stick to the truth. The commentator problem in '48 is going to be a severe one, and some group in radio should begin to study this type of program and have a few answers before the campaign starts.

Care must also be exercised in selecting topics for forum discussions.

This campaign marked the use of the special announcer. It was felt by some of the networks that since the special announcer was paid by the political party and appeared on a political program that there should be no censorship of his ma-

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State Dept. May Tighten Air Control

Reorganization Presages Merger of Shortwave Facilities

CLOSER GOVERNMENT supervision over international shortwave broadcasting, with a possible merger of international broadcast facilities in the offing, appeared imminent last week when Secretary of State Stettinius announced his reorganization of the State Dept.

William L. Clayton, Assistant Secretary in charge of economic affairs, was given supervision over the Telecommunications Division of which Francis Colt deWolf remains chief. Archibald MacLeish, Assistant Secretary in charge of the new Public and Cultural Relations Dept., will supervise the dissemination of information both abroad and domestically.

In defining the duties of the Telecommunications Division, Secretary of State Stettinius disclosed that department would have the responsibility for the formulation and coordination of policy and action in matters pertaining to "the international aspects of radio, with reference to technical as distinguished from informational phases".

Begg Heads Information

Under Assistant Secretary MacLeish's department is the International Information Division, headed by John M. Begg, which is charged with the responsibility "for the formulation and coordination of policy and programs related to the Department's participation in overseas dissemination of information through the media of films, radio and publications." Considered significant was this explanatory note: "This includes the development and furtherance of international film, radio and publications programs. . . ."

Another function of the International Information Division is: "Advising and cooperating with officials of other Government agencies, particularly emergency agencies such as the Office of War Information and the Office of the Coordinator of Inter-American Affairs, in the planning and development of overseas information programs, and on the relationship of these programs and activities to the United States foreign policy."

Reports have been heard in Washington, since Mr. MacLeish was nominated to be assistant secretary in charge of public and cultural relations, that the State Dept. eventually would absorb the OWI overseas operations and those of the CIAA. That speculation was given further impetus with the appointment of Nelson Rockefeller, director of the CIAA, as Assistant Secretary in charge of American Republic affairs.

It was pointed out, too, that Mr. MacLeish already has tasted the fruit of disseminating Government information as chief of the now defunct Office of Facts & Figures, predecessor of the OWI. It was under his guidance that what now is the OWI overseas branch, was set up. In addition, the OFF and the early-day OWI took active part in foreign language broadcasting in this country to the extent of investigating personnel employed by such stations.

Merger Favored

It has been no secret that high Administration officials favor a merger of facilities owned by the seven licensee corporations of international shortwave stations. Although all but those operated by NBC and CBS are programmed entirely by the OWI and CIAA, licenses still are in the names of the holding corporations. Under contract with the Government, the licensees sell all time to the Government agencies.

When the Government leased international broadcasting facilities at the outbreak of war, the international divisions of NBC and CBS stood firm behind their respective declarations that they would continue to program their own stations and would not discharge their program personnel to be replaced by OWI and CIAA employes. Consequently two contracts were signed by the networks, one specifying the lease arrangement, and another, known as a program contract, specifying the production relationships that would exist between the networks and the Government.

There appeared to be two schools of thought as to a merger of international facilities. Both favor a corporate structure to operate all international stations, with the stock presumably distributed on a pro rata basis among the private licensees. One school, however, proposes to have the Government maintain a close supervision over all broadcasts by leasing all the time. The stations then would be programmed under State Dept. supervision.

The other plan would depart from this pattern to the extent of having the Government buy time at regular commercial rates, and control its own programs. An advisory council would be set up, made up of representatives of the Government, the licensees and the commercial advertisers, and would formulate broad policies under State Dept. guidance.

Some licensees are reported to look with favor on a merger, viewing it from an economic standpoint. Others oppose it. Prior to the war international shortwave broadcasting was not profitable, but it was an infant, and mass distribution of receiving sets abroad had not been accomplished.

Central Committee Proposed

Looking toward a stable industry, however, the shortwave operators organized a cooperative group in 1941 and named Stanley Richardson now NBC chief in London, Coordinator of International Broadcasting with headquarters in New York. Several operators had lined up networks in South America and had sold time on a tentative basis. But the war interrupted international shortwave progress.

It is understood that both the OWI and CIAA favor pooling of shortwave facilities, although licensees are expected to object vigorously to any Government agency entering the broadcast field, either via shortwave or domestically. When Mr. MacLeish appeared before the Senate Foreign Relations Committee a fortnight ago, he asserted: "Government's responsibility is not to do the job itself—not to supplant the existing instruments of international communication. Government's responsibility is to see to it that the job gets done and to help in every way it can to do it."

Former Secretary Hull is known to have vigorously opposed State Dept. operation or even supervision of international broadcasting. He was a strong advocate, however, of close liaison between his office and the OWI and CIAA, with State Dept. guidance on matters of policy.

Assistant Secretary Clayton will succeed former Assistant Secretary Adolph Berle on the Board of War Communications and will head the State Dept.'s special committee on postwar planning. With reorganization of the State Dept., the Telecommunications Division moved to larger quarters at 1712 G St. N. W.

Virginia Grants Indicate FCC Trend; Tinsley, Others Are Given Facilities

EMBARKING UPON a new policy of allocation by consent rather than litigation, the FCC last week evolved a five-way agreement resulting in the granting of two new stations in Virginia and improved facilities for three others. New stations were authorized for Staunton and Petersburg, while improved facilities were authorized in Richmond, Charlottesville and Fredericksburg.

The almost unprecedented move resulted from a plan developed by John A. Willoughby, assistant chief engineer in charge of broadcasting, in collaboration with Rosel H. Hyde, assistant general counsel, with approval of the Commission. Discovering technical conflicts that could only result in competitive hearings, Mr. Willoughby called in each applicant and suggested modification of applications which would make possible the grants without hearing. All parties consented and the Commission at its meeting last Tuesday authorized the grants. It also paved the way for a new daytime station grant in Norfolk.

Tinsley in Richmond

Most significant grant was that for what amounts to a new station in Richmond for Thomas G. Tinsley Jr., president and operator of WITH Baltimore. He had negotiated a 10-year lease for WBBL, part-time church station, which will continue to operate at specified hours on Sunday, with the new commercial outlet, under different call letters, using the remainder of the time.

Charles P. Blackley, former general manager and minor interest holder in WSVA Harrisonburg, Va., was granted a construction permit for a new local station on 1400 kc at Staunton. Outlet will use 250 w power and unlimited hours. Mr. Blackley had relinquished his WSVA affiliations in order to devote fulltime to the development of the new station.

Southside Virginia Broadcasting Corp., which filed in November for 100 w and unlimited time on 1490 kc at Petersburg, was granted that assignment with the exception of power, which was increased to 250 w to assure more complete local coverage. Company is controlled by Louis H. Peterson, president (48%), owner and operator of the Bowman Co., advertising agency, and Jonas Weiland, vice-president (48%), operator of WFTC Kinston, N. C.

Increased power of 250 w, on 1450 kc, was also granted Mr. Tinsley for the new station at Richmond. Original request had been for 100 w on 1240 kc. Time for the new outlet is unlimited except for specified hours assigned to WBBL, owned by the Grace Covenant Presbyterian Church with whom Mr. Tinsley has contracted for lease of station facilities [BROADCASTING, June 12]. WBBL is authorized under the new order to operate with 250 w on 1450 kc from 11 a.m. to 12:15 p.m. and 8-9 p.m. Sunday only.

WCHV Charlottesville, which has been operating with 250 w and unlimited time on 1450 kc, was granted modification of license for similar assignment on 1240 kc. Likewise a modification of license was granted WFVA Fredericksburg, which has been authorized daytime operation on 1290 kc with 250 w, for new assignment of 250 w and unlimited hours on 1230 kc.

All of the grants are subject to the Jan. 26, 1944 FCC-WPB statement of policy relating to the use of critical materials for construction purposes. The Southside Virginia, Tinsley and WBBL grants are further subject to the condition that they shall file specifications of equipment for 250 w operation to be approved by the FCC chief engineer.

Nets Need Mending

There's a lesson for radio advertisers in that fisherman's chore. Little holes become big holes . . . and the fish get away.

When did you, as an advertiser, last check your radio nets?

Down here in Baltimore a careful check will show you that an independent station is the best buy in this 5-station town.

There are facts to prove that W-I-T-H delivers the greatest number of listeners at the lowest cost.

Hard-boiled facts that delight every sales-minded executive who sees them.

If the fish are getting away . . . maybe there's a hole in the 6th largest market that needs mending.

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Disc-Turner Showdown Slated Next Week; NABET Unshaken

Mark Woods Pleads for Hands Off Attitude in Telegrams to Ryan and Calvin Smith

SHOWDOWN on the NABET-networks - Petrillo platter - turner dispute will come next week.

With preliminary negotiations completed last Friday between the National Assn. of Broadcast Engineers & Technicians and NBC and Blue and revised drafts of a new contract to be ready for the parties Tuesday, (Dec. 26), Martin F. O'Donoghue, NABET consel, advised network attorneys: "If we don't come out of these negotiations with a signed contract covering platter turners we will walk out of both networks."

NABET President Allen T. Powley is to submit the contract, an 18-page document carrying many changes in hours, wages, overtime pay, and working conditions, to the union's bargaining committee for consideration. Negotiations with the networks, looking to final determination, will be resumed after the New Year holiday.

United Stand Urged

Intense concern over the outcome of the negotiations was apparent in the profession as stations all over the country called for a united stand in opposing James C. Petrillo's efforts to appropriate platter-turning jurisdiction to the AFM despite a Government ruling awarding the jurisdiction to NABET at the two networks.

Although NAB received 281 telegrams representing approximately 350 stations, urging that the industry stand together in the interest of large and small stations alike, Mark Woods, Blue president, on Wednesday pleaded for a hands-off attitude on the part of the stations. In telegrams to Calvin J. Smith, manager of KFAC Los Angeles, and J. Harold Ryan, NAB president, Mr. Woods asserted:

"Believe Petrillo platter-turning issue is question for the Courts to determine in the best interest of all parties and suggest stations take no interest until this can be determined."

In addition to the messages received by NAB, Mr. Smith also received about 50 telegrams from stations in response to the wire he sent a week earlier to all stations requesting they wire Mr. Ryan urging NAB and the networks to uphold the National Labor Relations Board decision on the jurisdictional question [BROADCASTING, Dec. 18].

On Monday Mr. Ryan communicated to the networks a complete summary of the industry's views as reflected in 233 telegrams received up to that time. In advising its membership of this action, NAB declared:

"It is recognized that any concessions which NBC and Blue may make with respect to the use of AFM platter turners in the managed and owned stations will constitute a precedent upon which Mr. Petrillo will seek to extend this practice to other radio stations. This objective was clearly expressed by Mr. Petrillo's communication to his locals in an open letter in the April issue of the *International Musician*.

"There is no question in the minds of NAB officers as to the desire of the stations to vigorously resist Mr. Petrillo's demands and the networks involved have been so advised."

Liability to Penalty

NAB reported that the wires received represented a fair cross-section of all stations with respect to power, geographical location and network affiliation and were unanimous in opposition to network compliance with Mr. Petrillo's demands.

Many of the messages, NAB said, declared that surrender on the platter-turner issue would constitute a violation of a Government order and would be an unfair labor practice subjecting network officials to severe penalty under the Wagner act.

Typical of the wires received were:

From a 50 kw CBS affiliate: Our policy is always to give full recognition to the law. We abide by the decisions of Government agencies including the NLRB. We feel the broadcasting industry should support such policies to the utmost.

From a CBS regional affiliate: Platter-turner issue must be decided right now. NAB must support NLRB in this situation while matter is hot.

From a 250 w CBS affiliate: We feel the entire radio industry, including networks and stations, should uphold NLRB regarding platter spinners.

From a 50 kw NBC affiliate: We honestly think you should openly condemn any negotiations between networks and Petrillo on platter-turning issue.

From a 5 kw NBC affiliate: If we do

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FRANCISCO JOINS J-W-T IN FEBRUARY

DON FRANCISCO, assistant coordinator in the Office of Coordinator of Inter-American Affairs, resigned last week to join J. Walter Thompson Co., New York, as a vice-president and director, effective Feb. 1. His duties have not yet been determined. Mr. Francisco, who had been associated with the Coordinator's office since Nov. 1, 1940, formerly was president of Lord & Thomas, New York, previously directed advertising and trade promotion for the California Fruit Growers Exchange.

Mr. Francisco

Nelson A. Rockefeller, Coordinator, said Mr. Francisco had rendered the Government "significant wartime service" for the past four years "at great personal sacrifice." He will continue to serve the office as consultant.

NAM Commercial Rejected by NAB On Ground It Is 'Controversial' Issue

PLANS OF the National Assn. of Manufacturers to use radio in its current nationwide advertising campaign have hit a snag—the "controversial issue" clause in the NAB Code.

Original plan of the NAM was to spend $1,000,000 in newspaper space. A sum of $100,000 was earmarked for radio. About a month ago, William Rainey, Radio Director of the National Industrial Information Committee of the NAM, unit charged with conducting the promotional campaign, submitted a commercial radio announcement to the NAB for review.

The announcement was intended to promote distribution of an NAM booklet, "How Americans Can Earn More, Buy More and Have More". The sample continuity stated:

"How can we have the good things we all want for this country after the war? How can we attain them and still keep the great tradition of freedom our forefathers handed down to us? Is there a common ground on which all Americans of good will can meet and work together toward our goal of peace and sound prosperity? There is such a common ground. We can achieve in this country a level for all of our people above anything else the world can offer. If you want to know more about it—send for the free booklet, 'How Americans Can Earn More, Buy More and Have more'."

This was interpreted by officials at NAB as being controversial, inasmuch as it implied lack of harmony between labor and management and promoted the distribution of a booklet setting forth the ideals of capital only.

At the present time, it is understood that NAB has not proffered a final opinion in the matter to NAM, but the trend of thinking leaves little doubt as to the answer. Delegates to the meeting of the Sales Managers Executive Committee in Chicago two weeks ago were polled on the subject and, it is reported, rejected the NAM proposal by an overwhelming vote.

Mr. Rainey reported that the continuity had been presented to NBC for use on its owned and managed stations and that it was turned down flatly.

WPB Turns Down Two New Stations

Holds Salt Lake City Outlets Not Essential to War

IN AN UNPRECEDENTED action, the War Production Board last week refused to permit construction of two new stations in Salt Lake City, although the FCC had granted construction permits. Grants were given by the Commission to Abrelia S. Hinckley, George C. Hatch and his wife, Wilda Gene, for a fulltime 1 kw regional on 910 kc, and to the Granite District Radio Broadcasting Co. for a local on 1400 kc with 250 w unlimited.

Both stations specified to the FCC that they had all the necessary equipment on hand and the grants were made under the FCC-WPB policy of Jan. 26. Despite that fact, however, both applications for construction were rejected, WPB holding that additional facilities in the Salt Lake City area are not essential to the war.

John Creutz, chief of the Domestic & Foreign Branch, Radio & Radar Division, WPB, admitted that it was the first time any applications had been denied on the basis of essentiality to the war. WPB, he said, does not attempt to judge the need for additional services in the area, upon which basis the FCC authorized the stations.

"We have tried to take a lenient view of these applications," he said. "In this case field investigations by the WPB, WMC and other war agencies have shown that the additional facilities are not essential to the war effort. Our job is to further the war effort and where we find that the project would not do so we regard it as unnecessary."

Pending before the Commission is a petition of the Granite company, filed Dec. 4, asking that the Hinckley-Hatch grant be set aside. A reply brief has been filed but no FCC action has been taken. Mrs. Hinckley is the wife of Robert H. Hinckley, director of the Office of Contract Settlement, former Assistant Secretary of Commerce and former chairman of the Civil Aeronautics Authority.

CBC Conference

POSTWAR jobs, exchange of employes with those of other broadcasting companies, training courses for junior employes and establishment of university courses in audio and audio-visual radio, were among recommendations made at the recent Ottawa meeting of staff councils of the Canadian Broadcasting Corp. to the CBC management. Representatives of all employes of the CBC were at the session.

To Sponsor Sinatra

SALES BUILDERS, Los Angeles, starting Jan. 3 will sponsor Frank Sinatra on 142 CBS stations, Wed. 9-9:30 p.m. for Max Factor cosmetics. Agency is Smith & Drum, Los Angeles.

You have to *know* to design for quality . . . efficiency . . . reliability.

In FM equipment these factors are vitally important and can only result from proved ability.

You will find this ability at Federal — whose engineer-specialists *know* FM.

Federal's broadcast equipment has earned an enviable reputation . . . the end result of a long list of impressive achievements. It was Federal's engineers who contributed their knowledge to the development of the "Micro-ray", the forerunner of modern high-frequency technique.

This pool of research and development experience, working in the same tradition of perfection, is now responsible for Federal's FM equipment — the ultimate in modern engineering design.

Look to Federal for complete FM installations . . . antennas, cables, transmitters, transformers, vacuum tubes . . . all backed by Federal's name . . . the name that stands for the best in broadcast equipment.

FTR — Federal Telephone & Radio

Federal Telephone and Radio Corporation

An IT&T Associate

Newark 1, N. J.

–full 50,000 watts strong–

sends you and you

and you –our good thoughts

for the holiday season – and

all our hopes for a return of

Peace on earth to all men of good will

KPO's the only 50,000 watter west of Salt Lake, north of Los Angeles, south of Seattle and east of Moscow.

KPO

SAN FRANCISCO

THIS IS THE NATIONAL BROADCASTING COMPANY

A SERVICE OF THE RADIO CORPORATION OF AMERICA

Represented by NBC SPOT SALES

ROTHSCHILD NAMED MANAGER OF WTAD

APPOINTMENT of Walter J. Rothschild as general manager of WTAD Quincy, Ill., with C. Arthur Fifer as program director, was announced last week by Frank C. Eighmey, secretary-treasurer of Lee Broadcasting Inc., which took over operation of the station Dec. 9, following FCC approval last month. Mr. Eighmey is general manager of KGLO Mason City, Ia., and also will devote a large share of his time to supervision of WTAD.

Mr. Rothschild was first commercial manager and then station manager of WTAD. Mr. Fifer formerly served both as general manager and program director. George Sudermann, news analyst, and Nancy Halsor, sales promotion manager of KGLO, have been transferred to WTAD to function in similar capacities. Arleen Garrison has been promoted at KGLO to sales promotion manager.

Stock of Illinois Broadcasting Corp., WTAD licensee, was purchased from W. Emery Lancaster, attorney, and his associates, by Lee Broadcasting Inc. for $487,500, exclusive of approximately $100,000 in cash surplus. Officers of the new company, in addition to Mr. Eighmey, are Lee P. Loomis, of Mason City, president of Lee Radio Inc., president, and H. R. Duncan, of Des Moines, an attorney, vice-president.

Shortwave Transmitters Are Opened by Canada

FIRST CANADIAN international shortwave transmitter went on the air at Sackville, N. B., on Christmas Day with five hours of programs for Canadian troops overseas. The transmitter had been planned for some years, but early in the war inability to obtain equipment halted development. The two 50 kw transmitters, using RCA equipment, with directional antenna to give coverage to Europe, Latin-America and Australia, are being operated by Canadian Broadcasting Corp. for the Canadian government, with a joint committee of the CBC and Dept. of External Affairs looking after programs.

First programs are routed to Europe in English, French, German, Flemish and Dutch. Peter Aylen, formerly CBC liaison officer with government departments at Ottawa, has been named supervisor. Roy Cahoon, radio facilities engineer in charge of transmitter operations for CBC at Sackville, with Victor J. Rowe, broadcast operator of CBK Watrous, Sask., as assistant engineer. Stations were built at a cost of about $1,000,000.

Frequencies and call letters of the two 50 kw transmitters follow: CKOB 6.09 mc; CKLO 9.36 mc; CKXA 11.705 mc; CKCX 15.19 mc; CKNC 17.82 mc; CHAC 6.16 mc. CHLS 9.61 mc; CHMD 9.64 mc; CHOL 11.72 mc; CHTA 15.22; mc; CHLA 21.71 mc.

EMIL CORWIN, formerly radio director of the CIO Political Action Committee in New York, leaves for the West Coast shortly to join Famous Artists Corp., Beverley Hills, talent agency and film producer. Mr. Corwin will work with Ruby Cowan in the radio section.

Little Elmer says: "There's no fooling about WGN's leadership in local and national spot business among the major Chicago stations."

A Clear Channel Station

CHICAGO 11 ILLINOIS
50,000 WATTS 720 KILOCYCLES

WGN

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York 17, N. Y. • PAUL H. RAYMER CO., Los Angeles 14, Cal.; San Francisco, Cal.

Allied Radio Preparing Final Coup

Potent in Liberation, ABSIE Working on Morale Collapse

HAVING PROVED a potent weapon in liberating occupied countries, radio is now poised for its biggest job of the war—complete breakdown of German morale. Already there is sufficient evidence to demonstrate that the job can be done, according to Phil Cohen, who was in Washington last week to confer with OWI Overseas Branch officials prior to returning to London to resume direction of the American Broadcasting Station in Europe (ABSIE).

Mr. Cohen

Relentlessly hammering away with incontrovertible testimony of Allied victories, sowing distrust in Nazi internal propaganda, the Allied radio has embarked on an intensive campaign to make it clear to the Germans that "the game is up", said Mr. Cohen. The OWI, the BBC and the Psychological Warfare Division (PWD) of the Army are coordinating their radio facilities to this end.

Many Techniques

The Allied radio, he explained, is tearing away at the very vitals of the Nazi octopus—the propaganda department—until recently so effective an instrument in creating disunity among the enemy and keeping the home front in the dark. The Goebbels technique doesn't work any more, or not nearly so well. No longer do the German people accept the Goebbels line at face value, for the Allied radio, now easily heard throughout Germany, is constantly giving them:

Bona fide interviews with German soldiers in Allied prison camps, identifying names and home towns of prisoners.

Reports by German prisoners in America, contradicting Nazi propaganda of destruction of U. S. war plants.

Unmailed letters to families of German soldiers who had left them behind in hasty evacuation.

Views of distinguished and respected Germans, now living in Allied nations, on plans for the rehabilitation and reeducation of Nazified children.

And the people of Germany are listening, sometimes under the very heels of the Gestapo. They no longer have to tune in shortwave stations. The powerful transmitters captured from the Germans send in strong signals on medium wave which come in as clear as local stations.

In captured towns, Mr. Cohen reported, the inhabitants told of adjusting their listening habits to the sound of a Gestapo officer's heavy boots. When his steps were heard they quickly set the dial to a German station; when the coast was clear, they tuned in BBC or ABSIE or other Allied broadcasts.

The Allied radio gives the Germans news they anxiously await; news of their sons and brothers and husbands. It brings the voices of these men to their families. Their messages, broadcast at the microphone or through transcription, are carried continuously.

In the first conquered towns, Mr. Cohen revealed, the OWI found among the Germans an impressive credibility in the Allied radio. A survey of 600 civilians in Aachen showed 50% believing that everyone listened directly or received news indirectly from listeners. Projected for the whole of Germany, the survey indicated that 70% of the population is covered by the Allied radio. Among foreign workers, where news spreads like wildfire, the coverage is even greater. Incidentally, it is this group which, when Germany is more deeply penetrated, may produce one of the biggest radio stories of the war—the effectiveness of Allied instructions to leave the factories to prepare for the liberation.

The Aachen survey also showed a surprisingly high ratio of listeners to American broadcasts. OWI now has six listeners to BBC's 10, which considering that ABSIE is but seven months old, that BBC has more powerful transmitters and was for a long time the only Allied voice, is indeed a tribute to *The Voice of America*, Mr. Cohen pointed out.

ABSIE goes on the air from 5:30 p.m. to 2 a.m. with straight news, SHAEF communiques and instructions and rebroadcasts of American shortwave programs. The station, comprising two 50 kw medium wave and three 50 kw shortwave transmitters, serves as America's official channel in Allied psychological warfare. Its principal function is to facilitate the defeat of Germany. Its secondary role is to inform the people in the European theatre on American affairs. A rebroadcast of the election, originating in various languages from OWI offices in New York, relayed by Radio Luxembourg, was a major service provided by ABSIE.

An interesting fact about ABSIE and one little realized, Mr. Cohen brought out, is that the station is partly a British reverse lend-lease

(*Continued on page 24*)

A Merry Christmas

from

PHILIP J. MEYER

President and General Manager

FRANK E. FITZSIMONDS

Commercial and Station Manager

and the entire staff of

KFYR

Owned and operated by the

MEYER BROADCASTING COMPANY

Represented by

JOHN BLAIR AND COMPANY

KFYR BISMARCK, N.D. 5000 WATTS 550 KILOCYCLES NBC

WHY PORTLAND, OREGON PEOPLE PREFER KGW

MRS. HARRY GEORGE..... PRESIDENT OF THE OREGON CONGRESS OF PARENTS AND TEACHERS

SAYS... "We are very proud of Mrs. Della Rogers and her award from the Chicago School Broadcast Conference, for her classroom use of one of the series of special school broadcasts. Social studies become warmly alive to the children through the work done by Mrs. Rogers and other Portland teachers in cleverly utilizing the radio programs. The in-school listening programs written and produced by station KGW for release every day through our official school station KBPS are an invaluable aid to learning. This is a use of radio that makes a very real contribution to the community, and is, I believe, public service of the highest type."

Students in Mrs. Rogers' class listen to one of the special school broadcasts produced and written by station KGW, released over the official school station every Tuesday.

As part of language and art work, the students rehearse for an episode of "Story Book Land" which they'll present over KBPS for primary and kindergarten pupils.

Mrs. Della Rogers, eight grade teacher in Alameda school, Portland, who recently won the first award in the ANNUAL CLASSROOM USE OF RADIO COMPETITION from the 8th annual School Broadcast Conference held in Chicago.

THE STATION WITH EAR APPEAL

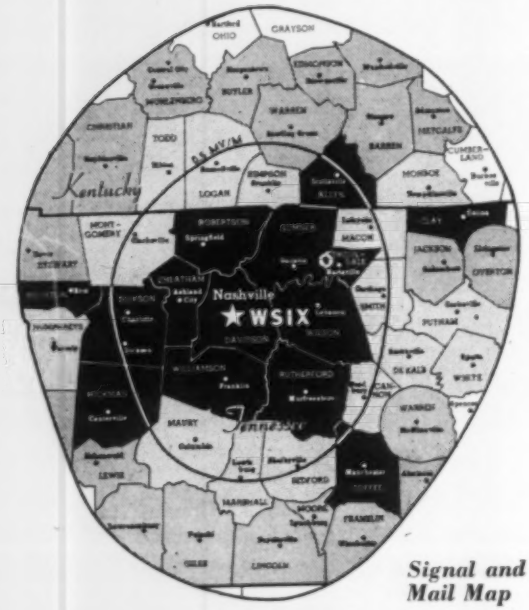
KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

WHEN YOU GO A HUNTIN'

Don't Scatter Your Shot



Signal and Mail Map

Shoot straight at your market. WSIX is directed at the Nashville area of Middle Tennessee. 5,000 Watts and 980 K.C. carrying both Blue and Mutual network programs. It has power a plenty to do a thorough job and listeners with money to spend for things they want. Advertisers and Agencies who check returns have consistently found WSIX a highly profitable medium for covering the Nashville market.

THE KATZ AGENCY, INC., *National Representatives*
Member Station, The Blue Network and Mutual Broadcasting System

5000 WATTS — 980 K.C.

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.

arrangement. Some of the equipment was sent over by OWI but the station was built largely by the British and British engineers operate the transmitters. When the war ends, ABSIE's functions will cease and the station will probably revert to the British.

Radio Luxembourg, captured intact in October through the ingenuity of Robert M. Pierce while serving with OWI as Chief Engineer in Europe, is now being used essentially as a tactical weapon by the PWD in conjunction with military operations, Mr. Cohen said. The Germans have been exerting desperate efforts to jam the station, with some success.

American radio men attached to the station, Mr. Cohen reported, include: Lt. Col. Sam Rosenbaum, former manager of WFIL Philadelphia; Wendell Adams, formerly with CBS; Don Drenner, chief engineer; Ed Codel, former manager, Atlantic Network.

Among the personnel on ABSIE are Robert T. Pennebaker, chief engineer; Oliver Nicoll, program director; Sgt. Marc Blitztein, in charge of music; Jack Stapp, formerly with WSM Nashville, in charge of sports events.

Another AFN Station

AMERICAN Forces Network, moving up with the AEF on the road to Berlin, opened another station on the continent Dec. 9, according to word just received from the European Theatre. This brings the number of AFN stations on the European Continent to four, all bringing entertainment to the Allied armies in the field. The relays air the top programs of the AFN in the United Kingdom and, in addition, also broadcast their own "local" programs. Personnel of the latest AFN station includes announcers: Sgt. John McNamara, Cpl. Ben Hoberman; and engineers Pfcs Earl Gintner Jr., Paul Cutting, Vernon Wexler.

Republic Drive

REPUBLIC PICTURES Corp., New York, backed up the New York premier of "Lake Placid Serenade" with spot announcements and a transcribed five-minute program on WMCA WNEW WINS WOR WAAT WOV WHN WBYN. The ice-skating extravaganza, opening at Lake Placid, New York sports result, Dec. 28, is being advertised via a total of 45 one-minute spots on WMBZ Saranac and WMFF Plattsburgh, with three special quarter-hour shows made at the Lake Placid Club and the Olympic Arena broadcast three times Dec. 18-Dec. 25 on both stations. Agency is Donahue & Coe Inc., New York.

AGREEMENT to cease representing that the storage battery compound he sells permits the playing of an automobile radio without battery failure, was included in a stipulation made last week by H. E. Stewart, trading as Champion Co., Los Angeles, with the Federal Trade Commission.

EVEN Theodore C. Steibert (left), vice-president and general manager, and Julius Seebach, director of programs of WOR New York didn't know the who, why and wherefore of "Hillegas and Clymer." Station challenged its own staff as well as a good part of the population of New York, via radio, press and publicity stunts, to identify the names, offering War Bond prizes totaling $2,000 to those who were able to report hearing the names the most times, and writing the best War Bond letter. WOR revealed on the air Dec. 9 that the Messrs. Hillegas and Clymer were the first two treasurers of the United States.

P&G Announces Shifts In Network Schedules

PROCTER & GAMBLE Co., Cincinnati, in a reorganization of its network schedule, has discarded plans to sponsor a test program for Ivory and Oxydol, *Let's Listen to Spencer*, on 13 CBS stations, Monday through Friday 7-7:15 p.m. With P&G discontinuing *I Love a Mystery* on 73 CBS stations five times weekly from 7-7:15 p.m. original plans were to expand the Kirkwood program to 60 of the stations, with the test show to be carried on the remaining 13 east-coast and mid-west stations. The Kirkwood show, instead, will replace the mystery program on all 73 CBS stations. Agency is Compton Adv., New York.

P&G on Jan. 8 will shift its Camay soap program, *Perry Mason*, heard on 46 CBS stations, Monday through Friday, 2:45-3 p.m. to the 2:30-2:45 p.m. Monday through Friday period, currently occupied by *Young Dr. Malone* program, which is being discontinued by General Foods Corp on Jan. 5. According to a spokesman of Benton & Bowles, New York, P&G is considering *Young Dr. Malone*, but no decision had been reached as of last week. Agency for P&G's Camay soap is Pedler & Ryan.

CBC Hits Horror Shows

CANADIAN broadcasting stations are being urged by the CBC not to renew "horror program" contracts. There has been considerable public opinion in recent months in Canada against this type of program, most of which are heard by children. The Parliamentary Radio Committee in its 1944 report urged the elimination of horror programs, soap operas and medicine shows. The CAB is making a survey of children's programs through its program committee, headed by Gerry Gaetz, CKRC Winnipeg. The CAB is also endeavoring to find concrete cases of this type of program contributing to child delinquency.

The First National Bank of Boston
ANNOUNCES
A Series of Concerts
Beginning October 8th
"Sunday at 4:30"
Arthur Fiedler, Conductor
To be broadcast each Sunday Afternoon at 4:30
over Radio Station WBZ, Boston
1030 on your dial

"Sunday at 4:30," sponsored by **The First** *National Bank of Boston, being broadcast over WBZ from the Boston Opera House, which seats 3,000 people. The program is on WBZ for a half-hour with a half-hour carry-over for the benefit of the studio audience. Entire hour is carried on WBZ-FM. A symphonic orchestra of 45 pieces with Arthur Fiedler conducting.. Boston's largest live-talent program.. presented by an advertiser new to radio.*

THE FIRST NATIONAL BANK OF BOSTON (New England's oldest and largest banking institution) and its advertising agency (Batten, Barton, Durstine & Osborn) wanted a dignified type of program . . something of network quality to be broadcast locally.

WBZ supplied the idea and produced the program called "Sunday at 4:30," which bids fair to set a new high in non-network broadcasts. The bank's depositors clamor for tickets to the opera house each week, which is filled before air time.

The First National Bank of Boston is one of the country's 10 largest, with branches in Latin America, and 22 offices in Boston alone. WBZ is proud to co-operate with the sponsor and the agency . . pleased to bring such a program to countless music-lovers in New England.

Information on other availabilities from NBC Spot Sales

WBZ
WBZA
BOSTON – SPRINGFIELD

WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • WOWO • WGL • WBZ • WBZA

THE Business OF BROADCASTING

Planters on WGES

PLANTERS EDIBLE OIL Co., Suffolk, Va., on Dec. 10 began sponsorship of a half-hour show *Musical Potpourri*, Sunday on WGES Chicago. Contract for 52 weeks was placed by Goodkind, Joice & Morgan, Chicago.

Planters More

PLANTERS NUT & CHOCOLATE Co., Wilkes-Barre, Pa., has started participation in *Feature Foods*, half-hour show, 5 times weekly on WLS Chicago. Contract for 52 weeks was placed by Goodkind, Joice & Morgan, Chicago.

Levin Appointed

CHICAGO SYMPHONY ORCHESTRA has ap inted the W. Biggie Levin Org., Chicago, radio agent and producer, to handle commercial radio commitments.

News Through CJBC

CJBC Toronto and the *Toronto Globe and Mail*, morning daily, cooperated on Dec. 12 during Toronto's record snowfall in giving 69 newscasts throughout the day on storm progress. Because the newspaper could not deliver copies, no paper was published on Dec. 13 and the paper's staff worked with CJBC to give listeners up-to-the-minute news.

Hockey on WHN

WHN New York last Sunday began broadcasting the complete schedule of Eastern League amateur hockey games, Sunday 4:30-5:15 p.m., from Madison Sq. Garden with Jay Wesley handling play-by-play. WINS New York, broadcast the first two games, but dropped the series when it was found to be on a non-exclusive basis.

Two Ziv Series

NEW transcribed Frederic W. Ziv program, *Washington Views & Interviews*, conducted by *Washington Post* columnist Barnet Nover, now brings a famous authority on national and international affairs to the microphones of WSGN WOAI WHIO WWL WSFA WKRC WCAE WBZ-WBZA WABI WGAN WPRO KFSM. Another Ziv transcribed series, *Pleasure Parade*, is now heard on WKBZ WBEN WEAN KFBK WCHS WBTH WMBS WJAC KIDO KSL KARK WING. Programs are under local sponsorship.

WKBN Banquet

FOOTBALL Banquet sponsored annually by WKBN Youngstown, O. was held Dec. 11 with 300 persons in attendance. Feature was inaugurated in 1943 to stimulate interest in Mahoning County sports.

Canada Group Meets

ANNUAL meeting of managers of Taylor-Pearson-Carson stations throughout Canada was held at Vancouver. Those attending included. H. R. Carson, CFAC Calgary; J. M. Taylor and H. E. Pearson, CJCA Edmonton; G. F. Herbert, All-Canada Radio Facilities, Toronto; A. Holstead and F. H. Elphicke, CKWX Vancouver; Gerry Gaetz, CKRC Winnipeg; H. Crittenden, CKCK Regina; N. Botterill, CJOC Lethbridge; Bert Cairns, CFAC Calgary; Gordon Henry, CJCA Edmonton; Eric Aylen, CJAT Trail; M. V. Chesnut, CJVI Victoria; Doris Brooks, CFAC Calgary. A meeting of commercial and production managers of this group of stations is to be held at Calgary Jan. 9-11.

New Sport Shows

SOME INNOVATIONS in radio sports are broadcast in two sponsored programs on KMBC Kansas City, Mo., by Sam Molen, sports director. The first, entitled *Three Ring Sports Circus*, sponsored every Friday night by the men's shop of Peck's Store, is divided into three parts. In Ring 1, Molen reports on the week's outstanding sports story; ring 2 recalls an anniversary in sports, ring 3 is devoted to unusual sport happenings. The second program, *Sunday Morning Sports Huddle*, sponsored Sunday morning by the Rothenberg & Schloss Cigar Co., combines sport news, previews of coming events and interviews.

WOR Recruiting

WOR New York, in cooperation with the Army Service Forces, last week started an intensive campaign to recruit war workers for New York, New Jersey, Connecticut and Delaware. Series of spot announcements on both sustaining and commercial time names critical plants in need of manpower, describes available jobs, number needed, and method of applying. Station is also carrying five-minute live talks by Army manpower and labor representatives at various intervals during the day, talks recorded for later use. Appeals started Dec. 20.

$6,000,000 in Bonds

JERRY LAW, record m.c. of WMCA New York, had raised a total of $6,000,000 in War Bond pledges and sales early last week from an hour-long "Victory Auction" Dec. 15. Station offered perfumes, hats, dresses and war mementoes, including a military pass bearing the signature of Abraham Lincoln, this article drawing a bid of $3,000,000 from B'nai B'rith, Brooklyn. Bids were still coming in for some objects last week from listeners.

20th Anniversary

CELEBRATION of 20th anniversary for KFAB Lincoln, Neb. was highlighted by a full week series of talent-search programs, conducted with extensive air and newspaper promotion and support throughout the KFAB area. KFAB alumni also participated on many programs, some via transcribed messages. Originally operating with 200 w. outlet now uses 10,000 w and has studios in both Omaha and Lincoln.

WING Commended

WING Dayton and the DAR have been commended by the War Finance Division of the Treasury for outstanding support and publicity in behalf of Dayton's largest downtown War Stamp booth, which has totaled $2,726,000 in stamp sales since Pearl Harbor.

Open New York Office

NEBLETT RADIO PRODUCTIONS, Chicago, will open a New York office Jan. 1. Mort Jacobson, Chicago attorney and legal advisor for Johnnie Neblett, has left for New York to make necessary arrangements.

Too Many People

SANTA CLAUS exhibit at a local Knoxville, Tenn. department store, from which Santa broadcast interviews with children on the store's program over WNOX, drew such large throngs that the broadcast had to be shifted to the WNOX auditorium.

WLAW Exclusive

WLAW Lawrence, Mass. carried the speaking program during a testimonial luncheon for Gov. Leverett Saltonstall of Massachusetts, Senator-elect, and Mayor Maurice J. Tobin of Boston, Governor-elect at the Lions Club of Boston.

Wall Chart

STANDARD RATE & DATA celebrates its 25th anniversary with a wall chart on which are presented milestones of advertising progress since the 15th Century.

WCOS Appoints

WCOS Columbia, S. C., Blue Network affiliate, has appointed Howard H. Wilson Co. as national sales representatives effective Jan. 1.

★

Merry Christmas
. . . to all of you
. . . from all of us

We know everything can't be as you'd like it, to feel it's a truly Merry Christmas. But each and every one of us still has much to be grateful for — even in this year of war and sacrifice. So season's greetings to you and may your next Christmas be a . . . Christmas of Peace.

Merry Christmas

BUFFALO Courier-Express STATION

WEBR

MUTUAL NETWORK

Nationally Represented by WEED & COMPANY

WBAL—50,000 Watts . . . One of America's Great Radio Stations
BASIC NBC NETWORK—Nationally Represented by Edward Petry & Co.

B A L T I M O R E

NEWS TIME IS

KXOK

SAINT LOUIS—1, MISSOURI

630 KILOCYCLES • 5000 WATTS—FULL TIME • BASIC BLUE NETWORK

Owned and Operated by the St. Louis Star-Times

AFFILIATED WITH KFRU, COLUMBIA, MISSOURI

REPRESENTED BY JOHN BLAIR & COMPANY • OFFICES IN NEW

HUGHES' TIME

On Radio Station KXOK . . .

News time holds a place of high importance in the life of every American these days . . . for what American isn't news-hungry? That's one reason why Dr. Bertram L. Hughes, news analyst, commands the attention and respect of KXOK listeners.

Dr. Hughes possesses a rich and varied background of education and experience . . . another reason why listeners appreciate his news analyses.

Born in England, educated in America, a world traveler, lecturer and instructor of English Composition and Literature at three well known Eastern colleges, Dr. Hughes started his radio career in 1929. His ability to analyze and present the news has attracted a large and consistent audience to his broadcasts.

When big news is breaking, Dr. Hughes is ready with his news analysis for an extensive audience of appreciative listeners. With a program as important as news, small wonder Dr. Hughes is such a welcome visitor in thousands of homes in the rich, Mid-Mississippi Valley KXOK listening area . . . homes to which you want to carry your message and sell your product.

You can make Dr. Hughes' program your entrée to this extensive home audience. Ask a KXOK or JOHN BLAIR Representative for complete details.

YORK • CHICAGO • ST. LOUIS • LOS ANGELES • SAN FRANCISCO

WAKR
Sells!
THAT'S WHY
AKRON FURNITURE DEALERS SPEND OVER 80% OF THEIR RADIO ADVERTISING DOLLAR ON WAKR
WAKR TOWERS OVER AKRON

Basic Blue Network
5000 WATTS
DAY AND NIGHT
★
Weed & Co.
National Representatives

Measurement Bureau, Postwar Planning On Agenda for NAB District Meetings

WITH a tentative agenda announced last week, the forthcoming NAB district meetings will devote considerable time to the new Broadcast Measurement Bureau, labor and music problems, broadcast advertising and postwar planning.

Hotels for the first group of district meetings, opening Jan. 15 in Memphis and closing Feb. 16 in Pittsburgh, have been arranged. In several cities NAB officials have been invited to address chamber of commerce and civic organizations at luncheon and dinner meetings.

Ryan to CAB Meeting

President J. Harold Ryan of the NAB who will attend all sessions except those in Minneapolis and Pittsburgh, is scheduled to address the Kansas City Chamber of Commerce at a luncheon Feb. 7 and Lewis H. Avery, director of Broadcast Advertising, will speak at the Kansas City Rotary Club luncheon Feb. 8.

Mr. Ryan will leave the district circuit after the Kansas City meeting to attend the annual convention of the Canadian Assn. of Broadcasters in Quebec Feb. 12-15. C. E. Arney Jr., NAB secretary-treasurer, will take over the president's spot at the Minneapolis and Pittsburgh meetings. Scheduled to participate in a combined network broadcast starting of the annual Mile of Dimes, infantile paralysis fund on Feb. 14, it was still uncertain whether Mr. Ryan could arrive in Memphis in time for the first day's meeting, or whether arrangements could be made for him to broadcast from Memphis.

District directors will preside at all meetings, with district chairmen of the public relations, program and other committees whose problems are discussed, leading their respective conferences. In notices last week to district directors, Mr. Arney urged all those planning to attend the sessions to make hotel reservations immediately. Following are the hotels for the first group of meetings:

District 6, Memphis, Jan. 15-16—Peabody; District 13, Dallas, Jan. 17-18—Baker; District 16, Los Angeles, Jan. 22-23—Biltmore; District 15, San Francisco, Jan. 25-26—Fairmont; District 17, Portland, Ore., Jan. 29-30—Benson.

District 14, Salt Lake City, Feb. 1-2—Utah; District 10-12, Kansas City, Feb. 7-8—Muehlebach; District 11, Minneapolis, Feb. 12-13—Nicollett; District 3, Pittsburgh, Feb. 15-16—William Penn.

The following tentative agenda has been set up, subject to minor changes.

First Day

9 a.m.—Registration.
10 a.m.—Call to order by district director and appointment of committees.
10:15 a.m.—President Ryan presents NAB postwar plans.
11:15 a.m.—Labor discussion (to be led by John Morgan Davis, NAB labor relations counsel, at meetings he is able to attend).
12:30 p.m.—Luncheon.
2 p.m.—Broadcast Measurement Bureau.
4 p.m.—Public Relations (to be led by district public relations chairman).
4:30 p.m.—Program Directors (to be led by district program chairman).

Second Day

10 a.m.—Engineering session (tentative).
10:45 a.m.—Music (ASCAP, BMI SESAC, AFM and related problems).
11:30 a.m.—Election of directors in odd numbered districts. Open discussion in even numbered districts.
12:30 p.m.—Luncheon.
2 p.m.—Sales conference, led by Lewis H. Avery, NAB Director of Broadcast Advertising.

CAB Meeting to Discuss Broadcast Measurement

PUBLIC RELATIONS, public service broadcasting and the Bureau of Broadcast Measurement will be discussed at the annual convention of the Canadian Assn. of Broadcasters to be held Feb. 12-14 at the Chateau Frontenac, Quebec. A report on the operations of BBM, started at the 1944 convention of the CAB, will be made at an open meeting of the BBM during one afternoon of the three-day meet. About half the Canadian broadcasters are now members of BBM and reports are being received now on the surveys made by the organization.

Other Canadian broadcasting problems will be aired at the meeting, including plans to further develop public service broadcasting. A feature of the forthcoming convention will be that there will be only one dinner speaker.

OWI PACKET, WEEK JAN. 15

Check the list below to find the war message announcements you will broadcast during the week beginning Jan. 15. OWI transcriptions contains six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of discs. Tell your clients about them. Plan schedules for best timing of these important war messages.

WAR MESSAGE	NETWORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Army Nurses	X	--	--	--	--	--	--
Keep Food Prices Down	--	X	--	X	--	--	--
Stop Wartime Accidents	--	X	--	X	--	--	--
Planned Saving	X	--	--	--	--	--	--
War Bonds	X	--	--	--	--	--	--
Careless Talk	--	--	X	--	X	X	X

See OWI Schedule of War Message 143 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Fadiman to the Farm...

Clifton Fadiman is a smart guy.

That's why he's in the question and answer slot of **Information Please.**

He and his jovial colleagues know all the answers to a lot of questions never before raised by most of the audience served by WSM.

This isn't because WSM's country audience is illiterate. They've just been busy, on the farm, and in rural America.

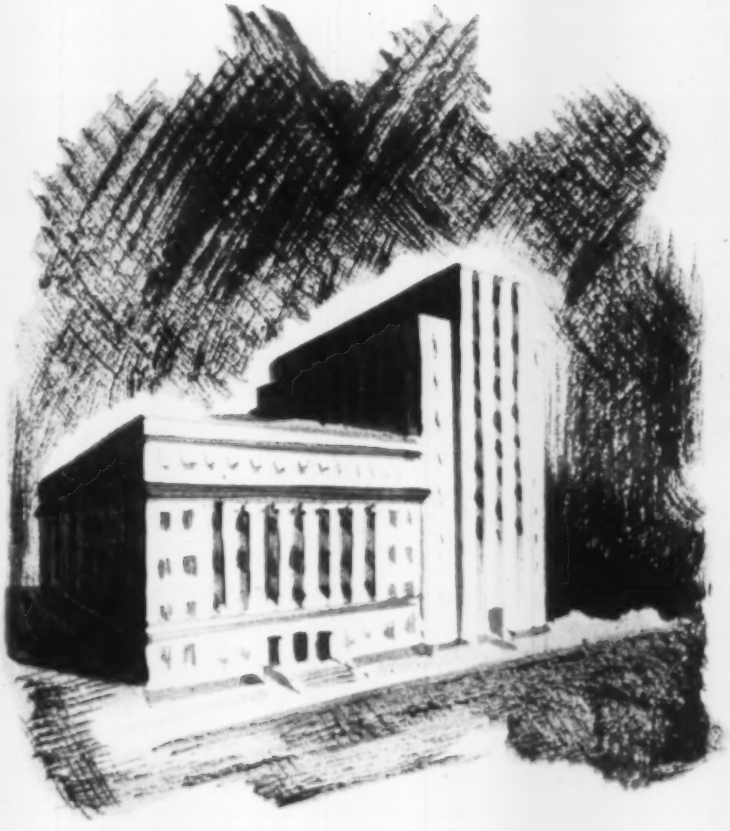
Most of our rural audience had never heard of the **New Yorker** (except when Fadiman was billed as its book-reviewer on **Information Please**). Few of them had ever heard of the **Cincinnati REDS** or the **New York YANKEES**, until their sons went off to pitch a couple of World Series victories and they were given two-way tickets.

But along came radio.

Clear-channel radio.

Now they know

. . . . about OPA and inflation; the Opera and Bob Hope, and his horse-loving friend, Crosby; bonds and Barrymore; weather and markets; Fibber McGee and Molly; war and peace; facts and knowledge never before heard, or available, in rural America.



Fadiman has come to the farm . . . .

Through clear channel broadcasting.

He can get there through no other means.

That is why clear channel broadcasting has such an important social mission to perform.

To bring the interests and culture of city people to the farm; to bring the problems and culture of the farm folk to the city; to unify the two great segments of our nation through mutual understanding of urban and rural.

That is our great mission as a broadcaster.

This is WSM.

650 KILOCYCLES **NBC Affiliate**

Edwin W. Craig, Pres. **Harry Stone, Gen. Mgr.**

National Representatives, EDWARD PETRY & Co.

National Life and Accident Insurance Co.

Nashville, Tenn.

Advertisers write our ads!

"I have been delighted, amazed and flabbergasted many times in the past by how well your station has pulled mail returns, but never have I been more excited over what you have done than when I saw your reports for Wednesday, October 25. I not only want to congratulate you but also want to express my sincere thanks for producing such terrific returns."

Thank you and Happy New Year to all!

WWVA
50,000 WATTS
WHEELING, W.VA.
IF IT'S A FORT INDUSTRY STATION
YOU CAN BANK ON IT
A FORT INDUSTRY STATION

NAB Backs Council On Air Journalism

Educators, Men in Industry Named to 10 Man Committee

MARKING the first formal alliance of educators and broadcasters looking toward better newscasts, a Council on Radio Journalism will be formed in Chicago Jan. 25, following the first 1945 meeting of the NAB News Committee, it was learned last week.

Five educators and five members of the radio profession will comprise the Council, which is the result of nearly two years of study and planning. Purposes of the new organization include the study of newscasts and recommendations for improvements in radio news reporting, writing, editing and presentation. The Council also hopes to establish acceptable minimum standards for education in radio journalism.

Group Meets Jan. 21

Karl Koerper of KMBC Kansas City, chairman of the NAB News Committee, has called his meeting for Jan. 24 at the Palmer House, Chicago. The Council will be formally organized the following day at the LaSalle Hotel, Chicago.

Members of the NAB News Committee, in addition to Chairman Koerper, are: William Brooks, NBC New York; H. K. Carpenter, WHK Cleveland; Rex G. Howell, KFXJ Grand Junction, Colo.; L. Spencer Mitchell, WDAE Tampa; E. R. Vadeboncoeur, WSYR Syracuse; Paul White, CBS New York.

Educators on the Council on Radio Journalism will be: Floyd Baskette, Emory U., Atlanta; Mitchell Charnley, U. of Minnesota, Minneapolis; Wilbur Schramm, State U. of Iowa, Iowa City; F. S. Seibert, U. of Illinois, Urbana, president of the American Assn. of Schools & Depts. of Journalism.

Representing radio on the Council will be Messrs. Koerper, Brooks, Vadeboncoeur, White and Arthur Stringer, NAB Director of Promotion.

VOICE FOR CHRISTMAS

Gammack Interviewed Local Boys for KRNT, WNAX

SPECIAL Christmas program, originating on the European battlefields was broadcast on KRNT Des Moines and WNAX Yankton, S. D., both Cowles stations, heard 12:15-12:45 p.m. (CST) on Christmas Day. Gordon Gammack, a *Des Moines Register and Tribune* correspondent, interviewed servicemen for the stations.

The men taking part are from regions covered by the two stations, and are now with the Seventh Army. The program was carried direct from the battlefield to KRNT and WNAX and recorded at the stations so that a recording of each voice could be given to the men's families after the broadcast.

MARKING THE FIRST time a Milwaukee department store has used the services of an advertising agency Ed Schuster & Co. has named as agency Cramer-Krasselt Co., whose continuity writer Elizabeth Taft (l) goes over the script of *The Feminine Viewpoint*, five times weekly women's program on WISN, with "Carla", the commentator. Other Schuster programs include a daily newscast on WTMJ, an evening news program and a half-hour musical on WMFM and spot schedules on all three stations.

Radio News Is Well Read Cleveland Poll Shows

RADIO programs and radio news in the *Cleveland News* "are exceedingly well read," the Advertising Research Foundation reported in its analysis of that newspaper's readership, the 73d study of the continuing study of newspaper reading. "The column of comment established a new high (Men—39%, Women—60%) for this type of news," the report said. "The previous top rating was recorded at 33% for men and 41% for women. The radio program listings also established a new high for women."

Radio programs or news were read by 69% of the men and 83% of the women interviewed, well above the median figures of 42% of the men and 52% of the women for all studies to date. Radio also rates high in the paper's national advertising columns, with the ad best read by women that of WGAR, which attracted 35% of the women readers.

Peabody Deadline

DEADLINE for the 1944 George Foster Peabody Awards is Jan. 10, 1944. The awards, which will be made under seven classifications [BROADCASTING, Sept. 11] may be submitted by stations, networks, radio editors of publications, listener groups, or any person or organization wishing to direct attention of the Peabody board to a special program. Committee headquarters are at the U. of Georgia, Athens, Ga.

duPont Deadline

DEC. 31 is the last day on which entries for the Alfred I. duPont Radio Awards can be received for 1944, it was announced last week. Prizes consist of three $1,000 awards, one to a large station, one to a small station, and one to a commentator. Inquiries should be addressed to W. H. Goodman, Secretary of Committee of Awards, Alfred I. duPont Radio Awards Foundation, P. O. Box 720, Jacksonville, Fla.

THE ONLY SINGLE MEDIUM COMPLETELY COVERING THE INLAND EMPIRE

Owned and Operated by

LOUIS WASMER, Incorporated

Radio Central Building Spokane, Wash.

National Representatives; EDWARD PETRY & CO., INC.

Merchandising & Promotion

Drug Trade Plan—Youth Series Promotion
Disc Reference—Listener Bonus

ARRANGEMENTS for a weekly series on WJZ New York to promote the services of "Your Friend for Health—the Druggist" and for a station promotion campaign whereby WJZ and its programs will be advertised by posters and other display material in 1,300 independent drug stores, including approximately 25% of the drug stores in the New York metropolitan area, were concluded last week by Don McNeil, WJZ manager and Fair Trade Merchandising.

Plan calls for two WJZ posters in the window of each store served by the merchandising organization. One poster will promote the druggist's program and its star, Stan Shaw. The other will promote other programs of WJZ and the Blue Network for which WJZ is New York key. First will feature *The Alan Young Show*, sponsored by Bristol-Myers and will also promote Lama Kitchell and Ed East & Polly. Posters will be changed monthly when Fair Trade Merchandising decorates the windows in the stores. Engaged jointly by the retailers and by a number of manufacturers of drug products including Vick Chemical Co., Bristol-Myers, Lever Bros., International Cellucotton Products and others, the company plans window displays around a special theme each month.

WJZ and its programs will also be promoted by interior displays and circulars supplied by Fair Trade and distributed by the stores. Circulars will contain two radio features, a column promoting the druggist's program on WJZ and a column of radio gossip and pictures prepared by Don Rich, WJZ publicity director.

Radio series, *Stan Shaw Presents Your Friend for Health—the Druggist*, will be broadcast on WJZ each Saturday 8-8:15 a.m. Commercials will be exclusively institutional in character and will not advertise individual drug products. Devised by Howard St. John, merchandising manager of WJZ, plan may be extended to other Blue owned and operated stations and to the network itself, and may also be used as a pattern for similar merchandising in the retail food field.

KWK Data

KWK St. Louis has issued a promotion piece titled "A Whale of a Job" which shows the audience loyalty, ratings, and sales for sponsors of Rush Hughes' *Song & Dance Parade*, heard 10-12 noon daily. Brochure also gives data on Hughes' *First Five* evening program, 6:15-7 daily.

* * *

WMBD Promotion

THROUGH medium of a promotion brochure, WMBD Peoria outlines postwar possibilities stressing the backlog of savings with which the people can buy products when they are once more available. Booklet has cartoon-type illustrations.

Youth Series Promotion

NBC Radio Recording Division's series based on the Leather Stocking Tales of James Fenimore Cooper, was created in response to agitation by educational groups, women's clubs and other organizations campaigning for better programs for children, according to Claude Barrer, manager of syndicated sales. There are 39 programs on *The Deerslayer* and 39 on *The Last of the Mohicans* in the series titled Destiny Trails. By arrangement with the publisher of Classic Comics, full-color comic books on each of the tales are being supplied for use as promotional aids to station and sponsors. Additional material includes counter and window display cards, poster stamps, recorded advance announcements, press releases, "spotlight" ads, mats and photos of all member of the cast and a promotion and publicity guide.

* * *

Disc Reference

IN "Disc Data", a loose-leaf notebook prepared for its licensees by Broadcast Music Inc., each page is given over to an individual artist whose recordings are BMI-licensed, easing the task of the station building a program around one band-leader or player. Each page gives a brief biography of the artist and commentary on his work, listing the BMI tunes he has recorded, disc manufacturer and number. Initial batch of 23 sheets will be followed each month by ten additional leaves. New recordings will be listed on gummed paper, which may be attached to the artist's sheet.

* * *

WQXR Presentation

WQXR New York has released a double-fold presentation tieing in the station ads which appear daily in the *New York Times*, WQXR owner. Audience-building promotion in the *Times*, the folder points out, is one of the station's three-way services to advertisers, in addition to AM broadcasting and FM service on WQXQ which carries all WQXR programs between 5 p.m. and midnight. Title is "3,519,660 Impressions a Week", representing the number of readers reached by the ads on the basis of *Times* circulation averages for the half-year ending last September.

* * *

WJW Listener Bonus

WJW Cleveland in a Christmas contest is inviting its listeners to send in postals telling what they think of the station, with suggestions as to improvements. A total of $6,600 will be distributed to Clevelanders whose entries are judged best. Grand prize is a $1,000 War Bond, plus 222 other prizes, the last 100 being awards of $8.50 each, standing for 850 on the dial.

* * *

Fifteenth Edition

FIFTEENTH EDITION of the WLS Chicago *Family Albumn* is a 48-page pictorial review of the entire WLS organization and is now being mailed to listeners who have requested the 1945 book. Publication contains 150 black and white photographs and a four-color cover signifying the average young family.

* * *

WHBQ Promotion

PAPER BAGS bearing promotion slogans for *The News and Gabriel Heatter* have been distributed by WHBQ Memphis to local retail stores. WHBQ is also promoting various thrill shows such as *Results Inc.* and *Mysterious Traveler* via appropriately costumed pedestrians. A WHBQ "walking microphone" costume is also regularly employed.

* * *

CFCF Brochure

TITLED "The Established Bridgehead," new promotion brochure of CFCF Montreal is designed to acquaint readers with the "present-day characteristics of one of Canada's largest and richest markets."

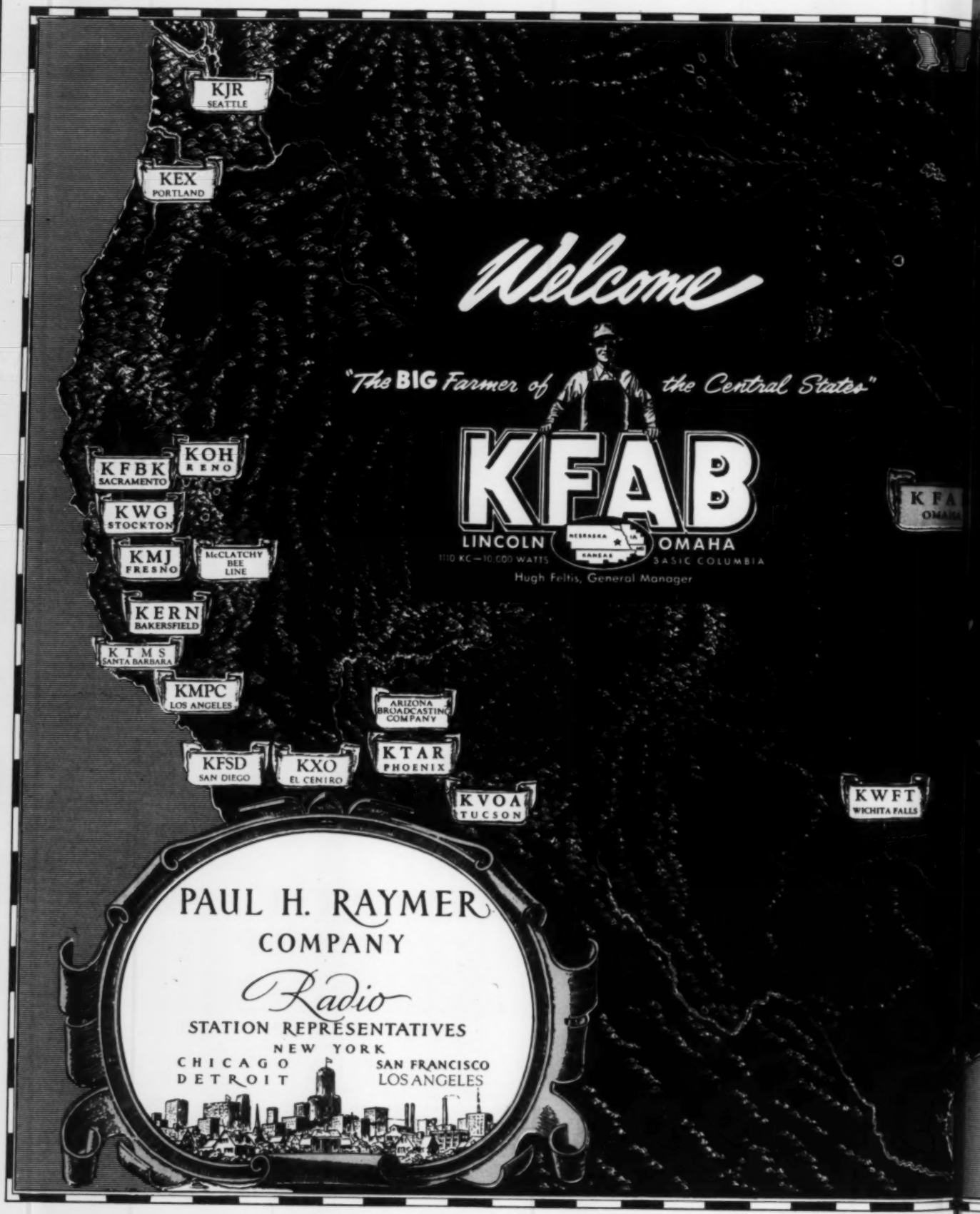
El Paso ... a 175,000 market, prefers KTSM
KTSM Morning
KTSM Afternoon
KTSM Night
Knowing the facts and judging fairly, you won't overlook El Paso, Texas, as a market . . . and when you examine the latest Hooper survey, you'll settle on KTSM to carry your program in El Paso. KTSM brings you the greatest percentage of listeners, morning, afternoon and night. What else counts?
HOOPER STATION LISTENING INDEX
El Paso, Texas
Fall 1944
KTSM
Station "B"
Others
8—10 AM Mon. thru Fri. 72.2 21.4 6.4
10—12 N Mon. thru Fri. 69.0 18.6 12.4
8 AM—12 N Mon. thru Fri. 70.5 20.0 9.5
12 N—3 PM Mon. thru Fri. 63.3 31.2 5.5
3 PM—6 PM Mon. thru Fri. 61.0 31.4 7.6
12 N—6 PM Mon. thru Fri. 62.2 31.3 6.5
6 PM—8 PM Sun. thru Sat. 56.7 39.4 3.9
8 PM—10 PM Sun. thru Sat. 64.3 27.6 8.1
6 PM—10 PM Sun. thru Sat. 60.6 33.4 6.0
Represented NATIONALLY by GEORGE P. HOLLINGBERY COMPANY
KTSM
EL PASO, TEXAS
KARL O. WYLER, General Manager
1000 WATTS Day 500 Night
AMERICA'S No. 1 NETWORK
NBC

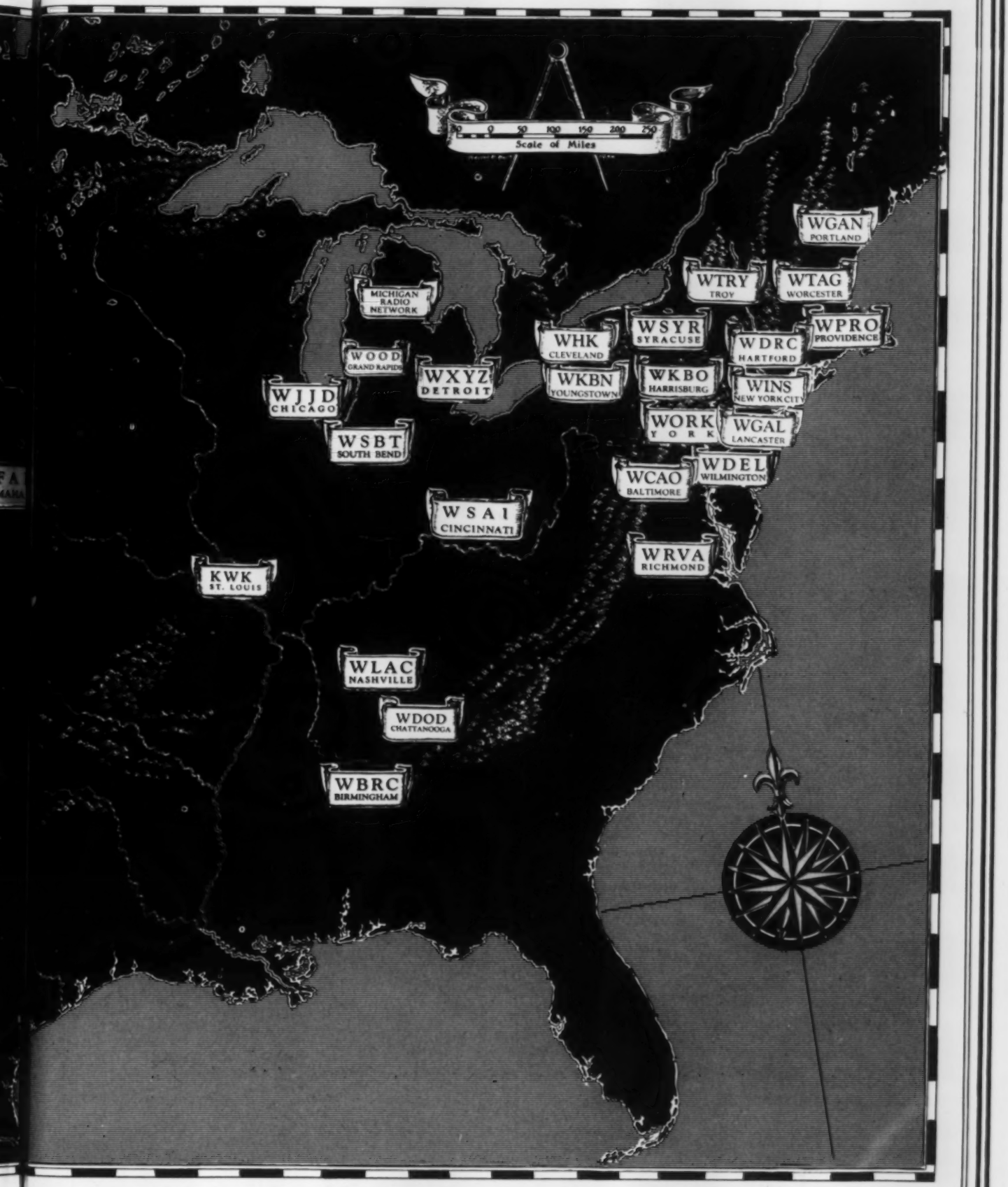
Seasons Greetings

for the 15th Year

WROL

KNOXVILLE


KJR
SEATTLE
KEX
PORTLAND
Welcome
"The BIG Farmer of the Central States"
KFAB
LINCOLN
OMAHA
1110 KC—10,000 WATTS
3 BASIC COLUMBIA
Hugh Feltis, General Manager
NEBRASKA
KANSAS
KOH
RENO
KFBK
SACRAMENTO
KWG
STOCKTON
KMJ
FRESNO
McCLATCHY
BEE
LINE
KERN
BAKERSFIELD
KTMS
SANTA BARBARA
KMPC
LOS ANGELES
KFSD
SAN DIEGO
KXO
EL CENTRO
ARIZONA
BROADCASTING
COMPANY
KTAR
PHOENIX
KVOA
TUCSON
KFA
OMAHA
KWFT
WICHITA FALLS
PAUL H. RAYMER
COMPANY
Radio
STATION REPRESENTATIVES
NEW YORK
CHICAGO
DETROIT
SAN FRANCISCO
LOS ANGELES


50 0 50 100 150 200 250
Scale of Miles
WGAN
PORTLAND
WTRY
TROY
WTAG
WORCESTER
MICHIGAN
RADIO
NETWORK
WSYR
SYRACUSE
WPRO
PROVIDENCE
WHK
CLEVELAND
WDRC
HARTFORD
WOOD
GRAND RAPIDS
WXYZ
DETROIT
WKBO
HARRISBURG
WJJD
CHICAGO
WKBN
YOUNGSTOWN
WINS
NEW YORK CITY
WORK
YORK
WGAL
LANCASTER
WSBT
SOUTH BEND
WCAO
BALTIMORE
WDEL
WILMINGTON
WSAI
CINCINNATI
WRVA
RICHMOND
KWK
ST. LOUIS
WLAC
NASHVILLE
WDOD
CHATTANOOGA
WBRC
BIRMINGHAM

Editorial

Crack Down Crackup?

IS THE CRACK-DOWN era in radio regulation over? Is that question being answered by deed rather than word at the FCC these days?

Last week the FCC announced in a routine release that five applications involving local stations in Virginia had been granted—two of them for new stations, and the remainder for improved assignments. The laconic release did no crowing.

What wasn't told was that the Engineering Department, through Assistant Chief Engineer John A. Willoughby, who recently assumed that post, saw a way of improving Virginia radio service. The applications as filed, however, couldn't be granted because of technical conflicts. So, after consultation with Rosel H. Hyde, assistant general counsel for broadcasting, and with the Commission's consent, each applicant was called in for conference. Each was told what could be done. The assignments were revised by consent. And all were granted.

That's regulation by cooperation. It's a far cry from what has happened in the past. A week before the FCC adopted an interpretation of the sponsor identity rule in collaboration with the NAB. It wasn't so far back that mere mention of the trade association was anathema at the FCC.

That sort of cooperation helps the public, saves time, money and manpower, and avoids injured feelings, frayed nerves, back-biting and sundry controversy.

There has been so much bickering at home in the midst of great striving toward a common goal of peace that to find harmony within our own sphere is to uncover a lodestone vein worth working.

Broadcaster's Business

EVERY BROADCASTER—NAB member and nonmember alike—should attend sessions of the forthcoming NAB district meetings dealing with the Broadcast Measurement Bureau. After years of contention as to the best method of measuring audience, the NAB, ANA and AAAA have agreed upon a plan that promises to provide the long sought yardstick.

Radio's most important days lie ahead. President J. Harold Ryan will unfold the story at the district meetings. He will be flanked by experts—men who participated in the development of the plan.

Since announcement of BMB, certain newspaper groups have been taking pot-shots at it. That's a hopeful sign that we're not only on the right course, but pretty close to the destination.

There may be bugs in the plan. There's still time to catch them. Who better to tackle the job than the broadcaster himself? Broadcasting is his business.

Out of these district meetings and forum discussions will come ideas for improvements. One we would like to see develop is a term more descriptive than "coverage" or "circulation" as applied to radio. There may not be a word for it, but certainly one could be coined. Any ideas?

Specious Talk

PRECISE function of the advertising agency in the development of programs—network and station alike—has been a serious bone of contention since radio's early days. The agency that knows its radio has been much in demand. The simple answer is that radio has outstripped all other media in results.

Thus, many agencies have gone to ends unheard of in their efforts to exploit radio business—ends never even approached in the printed media. They have set up studios and transcription laboratories and fullscale producing and programming units. They have gone into the show business.

All that is understandable zeal and enterprise. But some of the agencies essay to go beyond. They want to control the very time they use. There they lose sight of the difference between radio and the older, more prosaic media. The station, as licensee, is responsible for what goes over its assigned wave. It must judge the propriety of commercials. It must balance schedules.

The independently-owned affiliate cannot permit its program structure to be built in New York or Chicago or Hollywood. (A newspaper can't publish with syndicated features alone.) There must be the local identity and the civic enterprise and the self-expression of the community which give the station stature and prestige locally.

Happily, there is a trend away from the agency "repeater-station" concept. More and more stations are declaring their independence. The move away from overdoses of transcribed spots is one sign. Building of program departments is another. Recent moves of the networks to balance schedules are heartening.

The agency has a definite and important role in radio. Giant strides made by radio in the quarter-century of its existence in no small way can be ascribed to agency know-how and admitted genius of some experts. The question is the limit to which they should be allowed to go in the interest of good radio.

The topic is revived with the imminent advent of television, offering as it will a new but vastly more intricate medium. Should agencies become the producers of television programs across the board? Will they be in a position to perform even the barest television placement function for the customary 15% commission?

Agencies already are pondering these points. The American Assn. of Advertising Agencies has created a special committee on television. At a recent meeting these very questions were raised. As to commissions, the Committee concluded the 15% base would be the "minimum" agencies would require.

But on the more important point of video production, the Committee concluded:

> * * * from an advertising standpoint, it would not be desirable to have the radio stations develop and control television programs.

Such a mandate is presumptuous, objectionable and dangerous. It may be many months before the AAAA has an opportunity to debate it as applied to television. But even as applied to standard broadcasting it is unconscionable, unsound, and fallacious in theory.

The station licensee (the network is licensed through its key stations) alone is responsible for programs. He may accept or reject or modify programs offered. But he will not and cannot surrender "control" to anyone anytime.

Our Respects To —

WILTON EARLE HALL

WHEN Congress adjourned *sine die* last week, Sen. Wilton E. Hall, Anderson, S. C. broadcaster-publisher, ended a brief political career but he won't pass into oblivion, his friends say. His interest in public affairs resulted in his appointment by Gov. Olin D. Johnston to fill the unexpired term of the late Sen. Ellison D. (Cotton Ed) Smith.

Owner of WAIM and publisher of the *Anderson Independent* and *Daily Mail*, Sen. Hall has served his State as presidential elector. His interest in civic affairs as well as his news sense are reflected in the station and the papers to such an extent that the *Independent* and the *Daily Mail* twice have won the U. of Missouri Plaque given by the National Editorial Assn. for outstanding community service. They are the only papers ever to receive the award twice.

Nine years ago Wilton Hall established the first CBS outlet in South Carolina, WAIM Anderson.

WAIM uses the same formula employed by the Hall newspapers for the ultimate in service—localized usefulness. The emphasis is on local news, local events, happenings of local interest. Although WAIM was the first station in South Carolina to use CBS network programs, it never misses a chance to cover outstanding local happenings, to build a program around the taste of the listeners in the immediate area. Results show that the listeners depend upon this type service, and are loyal to it and to the advertiser as well.

Two years ago, Northwestern U. selected WAIM for its first listenership study. "The results lend weight to logic that newspapermen have made a contribution to the radio industry," Sen. Hall said at the time the results were published, "and that a local station cannot be duplicated. Just as the metropolitan newspaper cannot take the place of the well-edited community dailies . . . there is a growing conviction that a well-managed local radio station can build up and maintain a loyal audience which depends upon it exclusively for a comparable service in the field of radio."

In 1924, when Sen. Hall started the *Anderson Independent*, he was the youngest newspaper publisher in South Carolina—22. Later, the *Independent* acquired the *Anderson Daily Tribune* and the *Daily Mail*, morning and afternoon competitors.

His Scotch-Irish-English forebears settled in Anderson County, S. C., in the pioneering days and Hall township was named after them. His grandfather was a captain in the War Between the States and his father helped

(*Continued on page 40*)

the thrills of the concert...

the comfort of home.....

WHEN WISCONSIN TUNES TO WMFM

Wisconsin listeners have found a new meaning in radio since WMFM pioneered the first FM station west of the Alleghenies.

The living room easy chair is now a front row seat at the concert. Tones and overtones never before heard on radio now come full and rich and clear. Static and interference have vanished.

With this technical superiority has come a new and improved programming plan. Together, these factors have made WMFM a pleasant listening habit in thousands of Wisconsin homes.

To the facts about WMFM and its listener loyalty, must be added the prestige-building, sales-promoting job that WMFM is doing for an impressive list of national and local accounts in a variety of fields.

To know the full story of Wisconsin radio, you must know the facts about WMFM. Get the complete story.

THE MILWAUKEE JOURNAL FM STATION

WMIT

FM

From its transmitter at Mt. Mitchell, topmost point east of the Rockies, North Carolina's PIONEER FM station serves listeners in seven states . . . an ideal test market for advertisers who'd like to "sample" FM now as a guide to postwar plans.

Affiliated With

WSJS

WINSTON-SALEM

NBC

★

Both

Represented by

HEADLEY-REED COMPANY

Streibert Elected President of WOR

Joined Station in 1933 as Aid to the President

THEODORE C. STREIBERT, vice-president of Bamberger Broadcasting Service Inc., owner and operator of WOR New York and its FM affiliate, WBAM, and general manager of WOR, was elected president of the corporation at a board of directors meeting last Monday. Mr. Streibert succeeds Alfred J. McCosker, who was elected chairman of the board, filling a vacancy created by the resignation of Jack I. Straus. Mr. Straus, who is president of R. H. Macy & Co., owner of the Bamberger Broadcasting Service, continues as a member of the board.

Mr. Streibert joined WOR in 1933 as assistant to the president, leaving the post of assistant dean of the Harvard Business School, which he had held for five years. In 1935 he was elected to the board and in 1936 he became vice-president and general manager. He is also executive vice-president of the Mutual Network.

Mr. McCosker started with WOR as publicity man at its inception in 1922. In 1926 he was made general manager and in 1933 was elected president. When Mutual was formed in 1934, he was chosen chairman of the board, which post he has held since that time.

Our Respects to

(Continued from page 38)

organize the Red Shirts who were instrumental in overthrowing the Reconstruction government. Born in Starr, S. C., on March 11, 1901, Sen Hall married the former Mary Lightsey, also of South Carolina. They have four children.

Active in civic enterprises, Sen. Hall is vice-president of the South Carolina Press Assn., chairman of the Anderson County War Finance Committee, former chairman of the South Carolina State Planning Board, and former president of the Anderson Co. Chamber of Commerce. He is a member of Sigma Delta Chi, honorary professional journalistic fraternity and studied law at Furman U.

His hobbies cover a wide range of interests, beginning with the betterment of the community, and going on to sweet potato raising. To encourage the farmers of the section to grow more "sweets" he built a 4,000 bushel sweet potato curing house. Outdoor cooking holds a special attraction for him and he often takes the family dinner to their lovely backyard in Anderson and broils it over charcoal. He goes in for pedigreed hogs, too, along with whiteface Hereford cattle.

Personal NOTES

RALPH N. WEIL, general manager of WOV New York, has been confined to his home for the past few weeks by illness, and is not expected back at his office until after the holidays.

HOWARD V. WALTERS has resigned as manager of KDON Monterey, Cal. to return to the Middlewest. He is succeeded by **REED POLLOCK**, for six years manager of the Salinas studios of KDON.

KIRBY TORRANCE has been added to the sales staff of KEVR Seattle.

BERNARD ROCHE, former personnel manager of the American Decalcomania Co., has joined the WJJD Chicago sales staff.

LT. COL. J. R. SAMSON has joined the Canadian Broadcasting Corp., as manager of personnel and administrative services at CBC Montreal studios.

FRED FLETCHER, manager of WRAL Raleigh, has been elected president of the Tobacco Network, filing the unexpired term of **PAUL MOYLE**, commercial manager of WFNC Fayetteville, N. C. **LEWIS HOWARD**, owner and manager of WHIT New Bern, has been elected vice-president. Other officers are **HARRY BRIGHT**, WGBR Goldsboro, secretary and **ALLEN WANNAMAKER**, WGTM Wilson, treasurer, sales manager and program director.

CLINTON E. MORRILL, former advertising manager of the *Kansas City Journal* and more recently sales manager of the Kansas City branch of the General Outdoor Adv. Co., is now a member of the sales staff of KCMO Kansas City, Mo.

DR. MAX JORDAN, NBC director of religious broadcasts, has written a book covering the years from the start of the first World War in 1914 to the present. Based in part on Dr. Jordan's personal experiences and observations while covering Europe—including a ten-year period as NBC continental-European manager—the book details the origins of the first war and the intervening years of peace [*Beyond All Fronts*. Bruce Publishing Co., Milwaukee. $3].

GILBERT HARDING, who recently joined the British Broadcasting Corp. Canadian office at Toronto, is touring western Canada. He is program assistant to BBC Canadian representative **S. J. LOTBINIERE**.

DWIGHT B. HERRICK, manager of NBC's public service department, on Dec. 19 became the father of a boy, his second child.

Brooke Back at Blue

JOHN W. BROOKE returns to the Blue Network Jan. 1 as eastern sales manager of Spot Sales, it was announced last week by Ralph E. Dennis, Blue manager of Spot Sales. Mr. Brooke left the Blue Dec. 8 of last year to enter the U. S. Coast Guard, from which he has received an honorable discharge. He has been stationed in White Plains, N. Y., assigned to public relations. Mr. Brooke joined the Blue in March 1943 as salesman and became Eastern sales manager of Spot Sales when that post was set up in September of the same year. Mr. Dennis has been handling Eastern sales until his recent appointment as Spot Sales manager.

Cline Back at WLS

WILLIAM R. CLINE, assistant to Glenn M. Snyder, general manager of WLS Chicago, has completed his special assignment with the War Finance Division of the Treasury Dept. and has returned to Chicago. During the Sixth Loan he worked on the development of special network programs for Treasury.

WOR Sales Staff Shifts Follow Seebach's Leave

JULIUS F. SEEBACH, vice-president in charge of programs of WOR New York, will take a six-month leave from that position beginning Jan. 1 to attend to "urgent business requiring his presence at his farm near Louisville, Ga."

Norman Livingston, assistant director of program operations at WOR, will be in charge of the department during Mr. Seebach's absence, for which period the following temporary realignment of duties will be effective: Edmund (Tiny) Ruffner, daytime program director, becames assistant program director, handling, under Mr. Livingston's supervision, the WOR artists' service and also serving as commercial program manager; Eugene King, production manager, becomes daytime program director, and Daniel Ehrenreich, night production manager, becomes production manager.

GE's Dr. Alexanderson Awarded Edison Medal

AMERICAN Institute of Electrical Engineers has awarded the Edison Medal for 1944 to Dr. E. F. W. Alexanderson, consulting engineer, General Electric Co., for "his outstanding inventions and developments in the radio, transportation, marine and power fields." Presentation will be made Jan. 24, 1945 during the Winter Technical Meeting of the AIEE, at a joint session with the Institute of Radio Engineers, in the Engineering Auditorium, New York.

Dr. Alexanderson built a high-frequency alternator for Prof. R. A. Fessenden, which enabled the Fessenden station at Brant Rock, Mass., to transmit the first broadcast in history, on Christmas Eve, 1906. With improvements, this became the famous Alexanderson alternator.

Davis Heads FTC

EWIN L. DAVIS will become chairman of the Federal Trade Commission on Jan. 1 for the third time since he became a member in 1933 under the annual rotation plan among the membership. He served previously as chairman in 1935 and 1940. Formerly Judge of the Seventh Judicial Circuit of Tennessee from 1910 to 1918 and from 1919 to 1933 a member of Congress, Judge Davis was active in the writing and passage of the Radio Act of 1927. He was chairman of the House Committee on Merchant Marine, Radio and Fisheries during the 72d Congress.

Messages From Front

CHRISTMAS messages from the Army's front lines reached the men's homes and families this Christmas through recordings sent from the battle lines to radio stations throughout the country. About 300 of these discs came from the European Theatre. Approximately 50 were sent from the Southwest Pacific, where mailing and weather conditions were handicaps. Consisting mainly of messages of men from the same city or general area, the recordings were placed with stations covering that home locality.

ANOTHER FIRST-FLIGHT FEATURE...ANOTHER U. P. FIRST!

"UNDER THE CAPITOL DOME"

Beginning Monday, the first day of 1945, United Press will bring to its radio news clients another new first-flight feature—the first of its kind in its field—"Under the Capitol Dome"— a daily 5-minute script of expert and lively report, interpretation and comment from and about Washington.

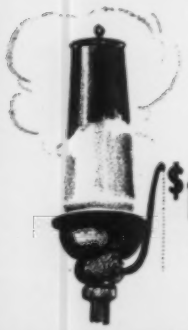
The writer is George J. Marder. For the last nine of his 17 years with the United Press he has, as New York radio bureau head, won distinction for his handling of both national and international news. This record, following an earlier high reputation earned by discerning and brilliant direct coverage of legislative and other political affairs, qualifies him eminently for his new and responsible assignment.

Since its start in 1935, the United Press radio news service has steadily added clients. Because—for one reason—it constantly has been first to add advantages. "Under the Capitol Dome" is a new case in point.

UNITED PRESS RADIO NEWS

NORTH CAROLINA
IS THE SOUTH'S
No.1 INDUSTRIAL STATE

NORTH CAROLINA



AVERAGE OF NINE OTHER SOUTHERN STATES

$1420.6 (MILLIONS)

$536.5 (MILLIONS)

WPTF
(CARRYING N.B.C. WITH 50,000 WATTS AT 680 KC)
IS NORTH CAROLINA'S No.1 SALESMAN
WPTF • RALEIGH

FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

BEHIND the MIKE

WILLIAM F. BROOKS, NBC director of news and special events, was prepared to leave momentarily last week for Europe, where he will confer with network representatives and discuss postwar news plans with NBC personnel and Government officials.

STERLING V. COUCH, educational director of WDRC Hartford, has been named to the radio committee of the department of radio of Congregational and Christian Churches of America.

FLT. LT. DON MacMILLAN of the Royal Canadian Air Force, former production manager of CKCK Regina, Sask., is author of a current Canadian best seller *Only the Stars Know*, a book on the men in the RCAF. All proceeds from the book's sale go to the RCAF Benevolent Fund. He is senior public relations officer of RCAF at Cairo.

LARRY MARTIN, recently discharged from the Canadian Army where he was in the radio public relations division, and formerly of CFCF Montreal and CKCO Ottawa, has joned CKEY Toronto as newscaster and announcer.

BILL ROYAL has returned to WMCA New York as staff producer, having received a medical discharge from the Army.

CECIL W. SECREST, production manager of WHN New York for the past year, has resigned to join Bruce Chapman Co., New York, radio production firm, Jan. 1, 1945. Mr. Secrest has served as producer at Ted Bates Inc., New York, and more recently as radio director of Bundles for Britain, and as writer-producer for the Treasury Dept.

DICK GILBERT, m.c. of WHN New York, will tour service centers in the East during his two-week vacation Dec. 23-Jan. 8 and will m.c. record shows at other stations for the benefit of various war-effort agencies. **EARL HAGUE** and **DON LYON** are substituting for Mr. Gilbert at WHN.

JOHN BRYSON, London war correspondent of the Blue Network, is the father of a boy, born in Chicago Dec. 19.

KEITH CLARKE, announcer of KUTA Salt Lake City, has married **GERALDINE FARRER**.

BILL AGEE, night production manager of KUTA Salt Lake City, is the father of a boy.

LOUISE WINSCHELL, former traffic director of KUTA Salt Lake City, has been appointed head of the accounting and secretarial departments of the station. **HELEN PINGREE**, new to radio, has been added to the traffic staff.

DICK BROWN, formerly of WHAM Rochester, N. Y., has joined WINN Louisville production manager.

LEE CHADWICK, program director of WWNC Ashville, N. C. has been re-elected to the board of directors of the Universal Radio Club for the sixth consecutive year.

HARRY JORDAN, chief announcer of KEVR Seattle, has been promoted to program director.

RICK VOLLARERTS, chief writer on CBS *Frank Sinatra Show*, and **ROSALIND LEANE**, were married in Las Vegas on Dec. 9.

LARRY SHIELDS, former chief announcer at KFXM San Bernardino, Cal., is now an Army private.

LURA BROWN, former assistant director of Workshop Players and Children's Theatre, Mansfield, has joined WMAN Mansfield as continuity writer.

GIL BABBITT has resigned as director of publicity and special events of WCAU Philadelphia. **BOB PRYOR**, coming from RKO Pictures, took over his post.

J. JEFF RADLEY, WCAU and WIP Philadelphia, has been added to the production staff of WFIL Philadelphia.

LEE BABBITTS, with medical discharge from Navy, has joined Blue Hollywood sales promotion department as research assistant.

JOSEPH C. SPERY, air cadet medically discharged from the Navy, has joined the WMAQ Chicago sound effects department.

RICHARD WIORA, formerly with WOC Davenport, has joined the announcing staff of the Blue Network central division.

STEVE HOLLIS, announcer of WHOM Jersey City, on Dec. 16 married **GLORIA GARAFALO**, a student at Hunter College, New York.

Resigns WFD Post

MAURICE H. KAFKA with Treasury since the Third War Loan and head of the War Finance Division Music Promotion Unit, has resigned effective Dec. 26 to return to his packaged show agency, it has been announced by Robert J. Smith, chief of the WFD Radio Section. Mr. Kafka has been responsible for the development of more than 325 Treasury, network and transcribed programs, all War Bond songs and the ASCAP *America's Music* Sixth Loan series in addition to obtaining many of the top personalities of the radio and music fields for Bond promotion.

Leaves Treasury WFD

T. SGT. NORMAN H. AGATHON, formerly with Trans-Radio Press, INS and AP, has completed his special assignment with the Treasury War Finance Division, returning to Office of Technical Information, Army Ground Forces, Washington.

MARIE INGRAM, former OWI writer, has succeeded **JACQUELINE WILSON** as publicity director of KFRC San Francisco.

RAY HUTCHISON, formerly of NBC central division press department, has joined Neblett Radio Productions, Chicago, to head a new press department.

GASTON VOYER, announcer of CBJ Chicoutimi, Que., is the father of a girl.

GOETAN BARRETTE has joined the French announcing staff of CBF Montreal.

A. F. B. STANNARD, formerly of CBL Toronto, has been promoted to captain in the Canadian Army and is now posted to the directorate of operational research, Ottawa.

MARQUERITE CHARLEBOIS, former announcer of CBO Ottawa and recently secretary to **PETER AYLEN**, supervisor of CBC international services, has resigned to go to Paris for the Canadian Wartime Information Board.

FLETCHER MARKLE, formerly of CBR Vancouver, has returned from England where he served as a radio public relations officer with the Royal Canadian Air Force.

ESSE LJUNGH, Canadian Broadcasting Corp. drama producer for the prairie region, and formerly of CKRC Winnipeg, has been awarded the Canadian Drama League Council award for "outstanding work in connection with the development of the drama in Canada."

JEAN RUSSELL, formerly in the promotion department of the *New York Daily News*, has joined the Blue Network as assistant manager of the audience promotion division of the network's promotion and advertising department.

KEN STUART, former assistant producer at KOIL Omaha, is now with KFOR Lincoln in charge of programming and production.

FLORENCE MEYERS, has resigned as women's director of WMAM Marinette, Wis., to enter radio in Chicago. Her daily program, *Woman's Corner*, is being handled by **CAROL COLVIN**, WMAM continuity editor.

R. S. BRYDEN, junior news editor of the Canadian Broadcasting Corp., Toronto, has been transferred to the CBC Montreal studios as senior English news editor.

CORRINE EDWARDS has joined CKBI Prince Albert, Sask., replacing **MONA MILLER** who has resigned from the traffic department.

STANTON KRAMER of the WGN Chicago publicity department resigns Jan. 1 to join the publicity department of Warner Bros Co., Chicago.

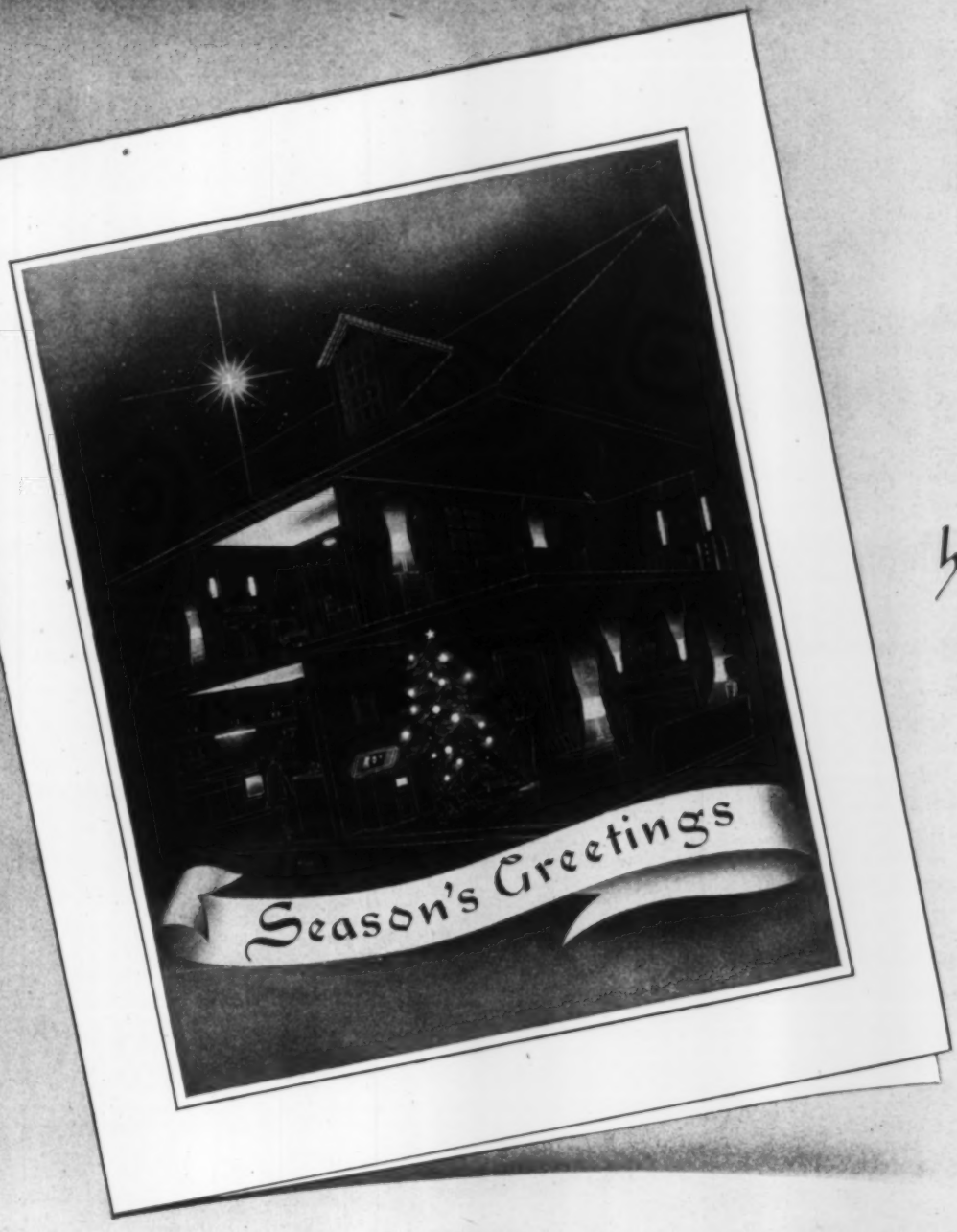
PAT HUNG and **BETTY KIMMONS** are new additions to the continuity staff of KWK St. Louis.

JAN. 1, 1945, Beckley Smith will have been broadcasting ten years, twice daily, for the same sponsor, program, time and station. His initial broadcast on WJAS Pittsburgh for Kaufmann's department store on the program *Kaufmann's Breaks the News* was the first commercial news summary in the country.

SYLVANIA NEWS

STATION OPERATION EDITION

DECEMBER *Published in the Interests of Better Sight and Sound* 1944

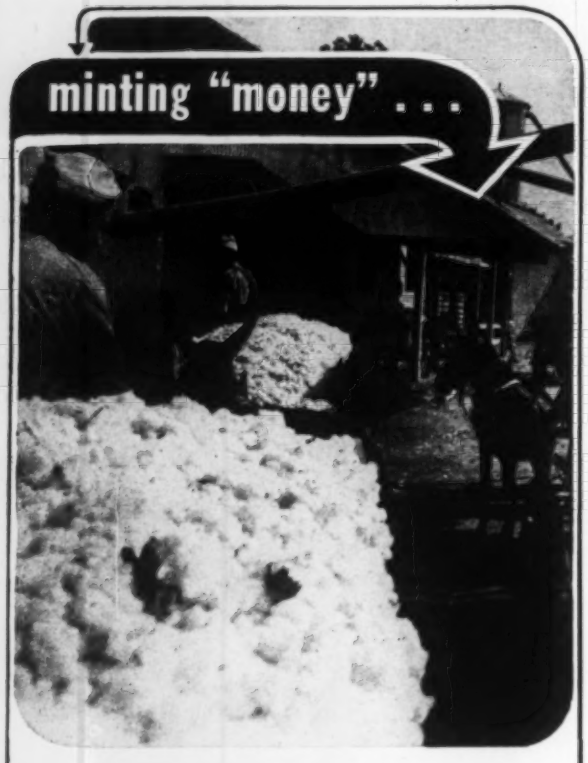


With every best wish for a brighter happier 1945

SYLVANIA ELECTRIC

SYLVANIA ELECTRIC PRODUCTS INC., *Radio Division* · Emporium Pa.

MAKERS OF RADIO TUBES, CATHODE RAY TUBES, ELECTRONIC DEVICES, FLUORESCENT LAMPS, FIXTURES, ACCESSORIES, INCANDESCENT LAMPS



—down in Memphis!

Cotton is "ginning" right along down in Memphis.

It's a big business in Memphis, this cotton; the value of cotton and cotton seed sold in the Memphis area will total more than $660,000,000.00!

That's a lot of buying power for you to shoot at over the Mid-South's pioneer radio station, WMC.*

*It's the station most people listen to most in Memphis.

WMC

★ 5000 WATTS DAY & NIGHT
★ NBC NETWORK

MEMPHIS, TENN.

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

OWNED AND OPERATED BY THE COMMERCIAL APPEAL

MEMBER OF SOUTH CENTRAL QUALITY NETWORK: WMC—Memphis, WJDX—Jackson, Miss., KARK—Little Rock, WSMB—New Orleans, KWKH—Shreveport

GREETING George Burns and Gracie Allen when they came East to sell War Bonds were (left): Gordon Cates, vice-president of Young & Rubicam, just appointed general manager of the radio division; (2d from r) Carlos Franco, associate director, Y&R radio division supervising station relations; William C. Gittinger, CBS vice-president in charge of sales.

Media Men Elect

MEDIA MEN'S Assn., New York, at its December meeting, elected Daniel M. Gordon, Ruthrauff & Ryan, as president; Joseph P. Braum, Kenyon & Eckhardt, first vice-president; and J. J. Hagan, Lloyd, Chester & Dillingham, second vice-president. Other elected officers are: George H. Schiesser, Erwin, Wasey & Co., treasurer; Edward L. Baumiller, Pedlar & Ryan secretary; Marc Seixas, John H. Owen Inc., sergeant-at-arms; T. N. Tveter, Erwin, Wasey & Co., chairman of the executive board; S. Schaefer, Buchanan & Co., and Samuel E. Gill, Biow Co., associate members, and Ray H. Huhta, Bermingham, Castleman & Pierce, mc. publicity.

Erickson to BBDO

LEONARD F. ERIKSON, network sales manager of CBS, on Jan. 15 joins BBDO New York, in an executive capacity associated with radio and other fields. Mr. Erikson, sales manager since April 1943, has been with CBS since 1930, shortly after its organization, when he was appointed western sales manager, with headquarters in Chicago. Before joining CBS, he was engaged in sales and advertising on newspapers and magazines in the midwest. He is understood to have been instrumental in bringing to CBS its first automotive accounts.

Reach Names Ferry

ROBERT R. FERRY, formerly assistant director of the Domestic Branch of the Office of War Information and previously an account executive of Geyer, Cornell & Newell Inc., New York, has joined Charles Dallas Reach Co., Newark, as vice-president in charge of the New York office. Mr. Ferry replaces Sidney Senzer who joined Foote, Cone & Belding, New York, as copy director several months ago. Thomas E. Maytham, formerly account executive in the New York office of Reach, has joined Maxon Inc., New York, as media and research director.

Kimball L. A. Office

ABBOTT KIMBALL Co., New York, has opened a Los Angeles office to service clients on the Pacific Coast. Blaisdell Gates, who has been serving as account executive at New York headquarters, has gone to the West Coast to act as Los Angeles manager for the present. Office is at 3055 Wilshire Blvd. Telephone: Fairfax 1403.

Pvt. John B. Davis

PVT. JOHN B. DAVIES, 35, former timebuyer, office manager and one of the key men of Schwimmer & Scott, Chicago for 10 years, was killed in action overseas Nov. 18. He is survived by his wife, Elizabeth, and two children.

NBC AFFILIATED STATION

RICHMOND, VA.

WORLD'S WIDER MEMORABLE MARKET BATTLE BETTER GROUNDS GUARANTEE

5000 WATTS

"Howdy Evvebuddy! Happy New Year

This is

UNCLE EZRA

At the Mike-a-phony,
spoutin' off from the
Powerful little 5 watter,
Station E-Z-R-A, down in

ROSEDALE!"

At Last...

Uncle Ezra, whimsical old cloud-sweeper with his silver-lining credo, has been prevailed upon for the first time to transcribe a series of five minute broadcasts. They are now "on the air", and are offered, for the first time, to all stations, on an exclusive basis per city. Each broadcast is timed from 3 min. to 3 min. 20 sec., thereby allowing ample time for commercials.

WRITE—WIRE— **or telephone for audition transcription.**

CO-OPERATIVE BROADCASTING SERVICE

Thomas Albert Gannon, Director

BOARD OF TRADE BUILDING, CHICAGO 4, ILLINOIS TELEPHONE WABASH 6243

WIND
CHICAGO
5000 WATTS 560 KC
Tops on the Dial
THE ONLY CHICAGO STATION WITH 24 HOUR NEWS SERVICE
UP—PA—INS
EXCLUSIVE
CHICAGO BEARS FOOTBALL
EXCLUSIVE
BLACK HAWKS HOCKEY
EXCLUSIVE
24 HOURS NEWS SERVICE
EXCLUSIVE
CHICAGO CUBS BASEBALL FOR 1945
National Representative
John E. Pearson Co.
250 PARK AVE., NEW YORK

Agencies

R. L. LENHART has been appointed account executive of Marschalk & Pratt Co., New York, to handle contact on the IT&T accounts, including Federal Telephone & Radio Corp., Mackay Radio & Telegraph Co., All America Cables & Radio Inc. and Commercial Cables Co. He previously was assigned copywriter on these accounts. Replacing Mr. Lenhart in the copy department is John M. Keavey, formerly of Young & Rubicam, New York.

HUGH C. VOGEL, former account executive of Kenyon & Eckhardt, has joined BBDO, Chicago, as account executive.

GEORGE MAHER, former engineer with WMAQ Chicago, has joined Schwimmer & Scott, Chicago, as producer.

LEONARD DREYFUSS has been re-elected chairman of the board of United Adv. Agency, Newark, having resumed his duties after a year's leave of absence as New Jersey director of civilian defense. Emmanuel London, former vice-president, has been elected president. Max Green, radio director, has been reelected executive vice-president, Benjamin C. Green, secretary-treasurer, and Max Gans and William B. Hawkins, account executives, vice-presidents.

TAYLOR STOAKES CASTELL, general manager of Kenyon Research Corp., New York, has been appointed vice-president of that organization. Mr. Castell has been associated with the Research Co., a subsidiary of Kenyon & Eckhardt Inc., New York, since it was founded 12 years ago.

ERWIN, WASEY & Co. has opened a Canadian branch, Erwin, Wasey Ltd., at Toronto, with offices at 749 Yonge St. David McMillan, formerly with Walsh Adv. Co., Toronto, is manager. Olive Jennings, formerly with All-Canada Radio Facilities and the past year with MacLaren Adv. Co., Toronto, is radio director of the agency. Offices were opened Dec. 18.

JANET McCOY, timebuyer of Olian Adv. Agency, Chicago, retired last week to make her home in California.

PAUL WINANS Adv., Los Angeles, taking name of agency head, drops former title of Advertising Arts Agency effective Jan. 1. Firm is located at 510 South Spring St. Telephone is Michigan 3884.

JAMES FISHER Co., Toronto advertising agency, celebrates its 25th anniversary in January. Founder James Fisher went to Toronto about 40 years ago and after serving on a number of agencies founded his own agency in 1920.

ROBERT T. COLWELL, former vice-president of J. Walter Thompson Co., New York, and radio copy chief, who is now back in the radio department of the agency on leave of absence from the Office of War Information, may be assigned to a newly created executive post at JWT. He returned recently from Europe where he served as radio chief of the 12th U. S. Army group.

SIDNEY J. ABELSON, formerly of Pedlar & Ryan and Joseph Katz Co., New York, has rejoined Raymond Spector Co., New York, in charge of radio copy, a new position. Mr. Abelson was previously associated with Raymond Spector Co. in an executive position.

HOWARD KORMAN has been appointed vice-president in charge of merchandising and sales promotion of McCann-Erickson, New York.

THOMAS E. WALSH was appointed chairman of the board of Walsh Adv. Co. and W. George Akins was elected president of the agency, at a special meeting of the shareholders held at Toronto Dec. 6.

FRED P. FIELDING, a partner of Fact Finders Institute, has joined Neal D. Ivey Co., Philadelphia, as vice-president in charge of research.

CLARK COLLARD, with the Chicago Ordnance District and before that head of Clark Collard Co., his own agency, has joined W. W. Garrison & Co. as copywriter.

PVT. MORSE M. PETERMAN, former account executive of Ralph L. Power Adv. Agency, Los Angeles, has been returned to the United States and is stationed at Camp Haan, Cal. He is holder of four bronze battle stars and the Silver Star for gallantry in action at Cassino, Italy.

Agency Promotes Winsor, Stanton

Dancer-Fitzgerald-Sample in Realignment of Radio Dept.

ROY WINSOR has been named the director of radio, and Carl Stanton, radio account executive of Dancer-Fitzgerald-Sample in a realignment of radio department personnel announced last week involving the main office in Chicago, and the New York branch.

Mr. Winsor has been with D-F-S and its predecessor Blackett-Sample-Hummert as a radio supervisor for the past five years, and was previously a CBS producer. He will continue at Chicago headquarters, in charge of all radio programs for General Mills, Falstaff Brewing Co. and Procter & Gamble Co. in the United States and Canada.

New Post

The post of radio account executive is a new one for Mr. Stanton, who has been with D-F-S for a year and a half as radio director. Devoting less time to the actual mechanical operations connected with each program, Mr. Stanton will serve in an executive advisory capacity and will devote a portion of his time to the development of new programs. Before joining the agency, Mr. Stanton was with Lord & Thomas and its successor Foote, Cone & Belding. He was in charge of all radio for the American Tobacco Co. account at one time, later became the account executive, and for the last two years with the agency was the radio director. He has produced and directed a number of network shows on a freelance basis, and for the agency. His programs include the *Bob Hope Show* for Pepsodent Co.

Mr. Winsor will be assisted in Chicago by supervisors George Stellman, Charles L. Hotchkiss, James West, formerly manager of the Hollywood office; Harry Bingham, who has been handling continuity writing and other lines in the Chicago office, and Evelyn Ecke, of the D-F-S radio department.

MORE COMMERCIAL NETWORK TIME than any other Dayton Station
. . . and we've got the figures to PROVE it.
WHIO IS THE DAYTON MARKET
5000 WATTS • BASIC CBS
G. P. HOLLINGBERY CO., Representatives
HARRY E. CUMMINGS, Southeastern Representative

5000 WATTS • DAY AND NIGHT
WJW 850
The Blue horizon in Northeastern Ohio, for advertisers with vision.
BASIC BLUE FOR CLEVELAND
Represented Nationally by HEADLEY-REED CO.

Chattanooga

Key city in TVA'S new Power Empire

This vast generator hall is the symbol of the tremendous power created by Tennessee Valley Authority, a project that has become the wonder of the entire civilized world. These giant generators produce annually more than ten billion kilowatt hours . . . greater than that of any other hydro-electric power system in the world.

TVA has made of the Tennessee River one of the newest and finest inland waterways in America with a nine-foot navigable channel all the way to the sea. Freight and passenger water-borne traffic are expected to enter the Port of Chattanooga with rapidly accelerating momentum after the war. Chattanooga, largest consumer of this power, stands at the very heart and center of the Tennessee Valley power empire, enjoying the lowest "round-the-clock" power rates east of the Rocky Mountains.

WDOD leads in Chattanooga

IN AUDIENCE

IN ADVERTISING VOLUME

IN PUBLIC SERVICE

WDOD

WHERE NATURE AND INDUSTRY JOIN HANDS

CBS

FOR CHATTANOOGA

5,000 WATTS DAY AND NIGHT

National Representatives

PAUL H. RAYMER CO.

THE TROMBONE

. . . formerly called "Sackbut"

In its history of nearly five hundred years, the trombone has been called many names. The Italians christened it trombone—the augmentative form of "tromba," or trumpet, from which this instrument was derived.

The 15th Century English called it the "Sackbut"—a corruption of the French "saqueboute" or pull-push. And today—in jive circles—it is insulted by such names as slip-horn and sludge-pump.

By any other name . . .

Paying no attention to what people call it, the trombone has changed little since 1600. With the exception of trombones and drums, every instrument has gone through many structural alterations and modifications in that time. But the trombone—probably because players like its easy adjustability that produces a singing style unique among wind instruments—has never been streamlined or mechanized!

Classical and Hot!

As long ago as 1505, the trombone was widely used in town bands and in churches. Kruger's "Psalmodia Sacra," published in 1585, contained from four to six trombone parts. Handel and Bach used the trombone—Gluck and Mozart wrote it in for opera—Beethoven introduced it into symphonic works. And where would the Dixieland Jazz Bands have been without it?

Call it what you will—the trombone plays an important part in music to suit most any taste!

Recording the voice of the trombone with full range and intensity means much to the listeners' enjoyment of selections. The most nearly perfect transcriptions you can get today are:
VERTICAL CUT RECORDINGS!

Electrical Research Products Division
OF
Western Electric Company
INCORPORATED
195 BROADWAY, NEW YORK, N. Y.

Radio Advertisers

LT. COL. JAMES E. BOUDREAU, former manager of the Chicago division of Ethyl Corp., New York, spot radio advertiser, has returned to the company in the newly created post of advertising manager, with headquarters in New York, following his release from the Army.

LARNED Corp., New York, subsidiary of American Home Products Corp., New York, has started a test campaign for Hair Groom Tonic, using one-minute spot announcements on WEAF and a participating program on WNEW New York. Other stations will soon be added in the New York market. Agency is Dancer-Fitzgerald-Sample, New York.

PERSONAL Products Corp., Milltown, N. J. and Chicago, has named George H. Murphy, former assistant merchandise manager of Montgomery Ward's mail order division, as advertising director.

NATIONAL Silver Co., New York, manufacturers of sterling, plate and hollow ware, has named McCann-Erickson Inc., New York, as merchandising and advertising counsel. Media plans are in formulation.

WEINRICH Bros., New York, has reappointed Abbott Kimball Co., New York, to handle advertising for Marvella pearls. Although media plans are not completed, radio may be used.

MODERN Industrial Bank, New York, has signed as sponsor of a weekly quarter-hour program featuring Metropolitan Opera artists, with Gerhard Pechner, Met. Comic basso as regular star, on WMCA New York, replacing its recorded music show. Popular and semi-classical music will be heard. With the start recently of news and forum programs on the station, the bank now has a total of 3½ hours on WMCA. Agency is Metropolitan Adv., New York.

FASTOP Inc., New York (sanitary bottle caps), has appointed F. J. Low Co., New York, as agency. Radio plans are said to be considered.

MANTHO-KREAMO Co., Clinton, Ill. (M-K cold remedy), on Dec. 12 started one-minute spots seven weekly on WLS Chicago. Contract for 26 weeks was placed by Wade Adv., Chicago.

CHICAGO MOTOR CLUB is sponsoring seven collegiate basketball games in the Midwest, started Dec. 16, on WGN Chicago. Jack Brickhouse is announcer. Agency is Agency Service Corp., Chicago.

SANTA FE RAILWAYS, Los Angeles (transportation), in a 13-week local help wanted campaign which started on Dec. 11, is using five spot announcements per week on KECA Los Angeles. Firm in addition sponsors a spot announcement schedule on KGO San Francisco, KMBC Kansas City, WBBM Chicago. Placement is through Leo Burnett Co., Hollywood.

PERVO Co., Los Angeles (Pervo, Pervolite, Good Neighbor paints), has appointed Brisacher, Van Norden & Staff, Los Angeles, to handle its advertising. Radio is being used.

SOUTHERN CALIFORNIA Independent Hardware Stores, Los Angeles, to promote interest in new types of merchandise, on Jan. 1 starts a five-weekly 25-minute program *Gracious Living Inc.* on KMPC Hollywood. Contract is for 52 weeks. Further radio is contemplated. Placement is through Dean L. Simmons Adv., Hollywood.

GENERAL SEAFOODS Ltd., Halifax (40-Fathom fish) has named Young & Rubicam, Montreal, as agency. No radio advertising plans have been announced.

NORTHAM WARREN Corp., Stamford, Conn., has appointed Abbott Kimball Co., New York, to handle advertising for Odorono liquid and cream deodorants. Radio will be used.

C. LUDWIG BAUMANN & Co., Brooklyn furniture store chain, has appointed Michael M. Herz, formerly on the advertising staff of the *New York Post*, as director of public relations.

INTERNATIONAL SALT Co., Scranton, Pa., has increased the frequency of spot announcements on its list of 17 stations. Agency is J. M. Mathes Inc., New York.

Preyer Heads Morse

ALLAN T. PREYER, for 25 years an executive of Vick Chemical Co., New York, has resigned as vice-president and director of that organization to become chairman of the board of Morse International, New York, which handles Vick advertising, effective Jan. 1. Mr. Preyer will organize and direct a new post-war planning division for special services in connection with the expansion plans of major clients which include Prince Matchabelli, Inc.; Seaforth Men's Toiletries and the Elisabeth Rae-Lamont Division of Cosmetic Distributors, Inc.

Mr. Preyer

HOW KEEN IS OUR VALLEY?

Today it's keener than ever, richer than ever, more discerning than ever. Known for generations as the "Breadbasket of the West" . . today it has the *highest per capita farm income in the world. The *Beeline* offers the only means of covering this enormous area, plus Western Nevada.

*1942 average $8,797 per farm.

WHAT IS
The Beeline

Not a regional network but a group of long-established key stations, each the favorite in its community . . . combined * on a new basis for National spot business.

**See McClatchy Beeline rate listing first under California in Standard Rate and Data*

Robert A. STREET National Sales Manager

Paul H. RAYMER CO. National Representative

McClatchy Broadcasting Company
Sacramento, California

If you use radio in IOWA, you need the

1944 IOWA RADIO AUDIENCE SURVEY

Gives detailed analyses, maps showing counties where *each* Iowa station is "listened-to-most". Tells which stations are preferred in cities, towns, on farms—and why. Furnishes invaluable data on Iowa *program* preferences and favorite listening *hours*, broken down by age, sex, place of residence. Plus dozens of other vital facts you *need*. Get your free copy TODAY. Address:

WHO—912 Walnut St.
Des Moines 7, Iowa

Let's Listen to the RECORD

IN the course of a recent prize fight in Hartford, Connecticut, Willie Pep* was floored with a smashing right to the jaw. The bell, ending the round, rang before Willie Pep picked himself up. After the usual minute of rest, Pep came back to pound out a decisive victory.

However, the claim was made that the round lasted only two minutes instead of the regulation three.

All was confusion in fistic circles until WTIC's sports broadcaster Bob Steele brought out the recording of the blow-by-blow broadcast of the fight. On his regular program "Strictly Sports" Steele played the recording of this round and all the sports fans in Southern New England proved by their own watches that the round lasted three minutes.

The result: Enthusiastic listeners who themselves confirmed the fact that all was well with the bell, and a State Boxing Commission satisfied with the recorded proof that the timekeeper had done his job.

WTIC's role in this precedent-making episode is just one small example of our desire and ability to serve the public interest. Perhaps that explains why in Southern New England people are in the *habit* of listening to WTIC.

**Willie Pep, World's Featherweight Champion, and a Hartford product, has won 83 out of his 84 professional fights.*

WTIC
50,000 WATTS

DIRECT ROUTE TO SALES IN
Southern New England

The Travelers Broadcasting Service Corporation
Member of NBC
and New England Regional Network
Represented by WEED & COMPANY
New York, Boston, Chicago,
Detroit, San Francisco and Hollywood

Lear to Use Radio

LEAR Inc., New York, which entered the home radio manufacture field several months ago, will expand its advertising campaign from trade papers to consumer magazines the latter part of January. Copy will stress the fact that radios will be designed from a fresh postwar angle with no "pre-war entanglements" in design or construction, and will appear in *Collier's* and similar magazines. Details on additional publications to be used and space line-up will be known shortly. Activities and budget are still too limited to warrant radio advertising, but radio will definitely be used, according to a spokesman for the agency, Arthur Kudner Inc.

Catholic News Aid

CATHOLIC Institute of the Press, formed recently in New York, and comprised of practicing Catholics in the newspaper, radio, magazine, advertising and allied fields, plans to set up a clearing house for the convenience of commentators and others in checking and obtaining news concerning the Catholic faith, according to Edward A. Mahar, assistant editor, N. Y. *Journal-American*, who was elected president of the institute last week. Forums are planned to offer press, radio and advertising members instruction in political, religious and personal matters. Officers include Max Jordan, NBC religious director, who has been elected to the executive board.

Every smart merchandiser of feminine things knows that rural women are just as beauty-conscious as their city sisters. And for obvious reasons, a lot more responsive to radio's woman-appeal. That's why WDAY, with its thousands and thousands of virtually exclusive listeners, does such a whale of a job on women's products. May we tell you in detail?

WDAY

FARGO, N. D. . . . 5000 WATTS . . . . N. B. C.

AFFILIATED WITH THE FARGO FORUM

FREE & PETERS, NATIONAL REPRESENTATIVES

'Fibber' and 'Molly' Again Lead Hope Second Week Running in Hooper Report

LEADING the list, *Fibber McGee & Molly* for the second consecutive time last week replaced Bob Hope in the "First Fifteen" evening programs in the Dec. 15 report on evening network ratings released by C. E. Hooper Inc., while the comedian, who has habitually ranked first in recent reports, holds second place, followed by Walter Winchell third, and Jack Benny fourth. Joan Davis with Jack Haley in fifth place, are followed by *Radio Theatre*, Bing Crosby, *Screen Guild Players*, *Mr. District Attorney*, Kay Kyser (first half-hour) *Take It or Leave It*, Eddie Cantor, *Aldrich Family* and Abbott & Costello in that order.

Radio Theatre showed the highest sponsor identification index with 92.1 naming the correct product; 0.9 giving the wrong identification, and 7 unable to name a sponsor.

Average evening audience rating of 9.8 represents a drop of 0.8 from last year, but no change from the previous report, according to the report, while the Hooper rating for average evening sets-in-use of 30.5 is down 0.3 from the last report and down 1.2 from a year ago. Average evening available audience stands at 79.1, no change from the last report, but down 0.5 from a year ago.

There were more women listeners per listening set for *Saturday Night Serenade* than for other night-time programs; Walter Winchell has the largest number of men listeners per set; and *Lone Ranger* has the most children listeners per set, the report shows.

Top ranking programs listed in terms of the number of listeners per listening set are as follows:

1. *Parker Pen News*	1.51	0.97	0.60	3.08
2. *Fannie Brice*	1.43	0.93	0.70	3.06
3. *Blondie*	1.33	0.84	0.83	3.00
4. *Jack Benny*	1.48	1.01	0.40	2.98
5. *Sammy Kaye*	1.49	0.78	0.69	2.96

SPOT radio checking service conducted by Radio Reports Inc., New York, has been extended to cover more than 100 major markets in 45 States, according to Edward F. Loomis, president.

Wishing You A

MERRY CHRISTMAS

WCHS

Charleston, W. Va.

B&B Food Account

BENTON & BOWLES, New York, will be handling the entire Best Foods Inc., New York, account March 1, when advertising of a group of cereal and flour products shift from Arthur Kudner Inc., New York. Products involved in the shift include H-O Oats and Presto Cake Flour, radio advertisers; also Hecker's Cersota and Aristos all purpose flours, Force and Hecker's Cream Farina. B&B already handles Hellmann's Mayonnaise and Nucoa.

WENR Ban Widened

WENR Chicago will not accept chain breaks or announcements advertising laxative, deodorant or diuretic products during all hours of the day or evening effective Jan. 1, according to Roy McLaughlin, manager. Announcement follows the station's policy on banishment of commercial station break-periods 7-9 p.m. except for time signals [BROADCASTING, Dec. 18].

First in Prestige!
First in Audience!
First for Advertisers!

KOIN

PORTLAND, OREGON

CBS Affiliate

FREE & PETERS - National Representatives

DON'T FORGET TO COVER

THE OTHER HALF

on the Pacific Coast, too!

Unless you are using the Don Lee Network on the Pacific Coast, you're overlooking *half* your coverage of this $16,000,000,000 market. For 50% of all retail sales on the Pacific Coast are made OUTSIDE the counties in which Los Angeles, San Francisco, Oakland, Portland and Seattle are located—and only Don Lee completely covers this OUTSIDE HALF.

No other network but Don Lee *can* cover both halves completely. Here's why: Most markets in the *outside half* are walled in by mountains 5,000 to 15,000 feet high and the long-range broadcasting of other networks won't work. Don Lee, however, has a radio station in every market (38 in all). More than 9 out of every 10 radio homes are within 25 miles of a Don Lee station.

How well Don Lee's method works is shown by a special Hooper coincidental telephone survey of 276,019 calls (the largest ever made on the Pacific Coast). This survey revealed 60 to 100% of listeners in many of these "outside" markets were tuned to Don Lee stations.

As to Don Lee's record on covering the "inside half" of the Pacific Coast, regular Hooper reports give some surprising information. For instance, during the past year all of the shows that have switched from any of the other 3 networks to Don Lee, have received higher Hooper ratings within 13 weeks!

When you buy radio time on the Pacific Coast, don't forget to cover BOTH HALVES. *Buy Don Lee!*

The Nation's Greatest Regional Network

Mutual
DON LEE

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.

LOOKING TOWARD TOMORROW

Alert, as always, to the new developments in broadcast advertising, KDYL has already given the people of the Utah market a foretaste of the coming wonders of television. The picture shows one such recent demonstration, where a prize steer was televised at the State Fair.

A LONG-TIME LEADER

Radio homes in this market — and 970 of every 1000 Utah homes have radios — for many years have recognized KDYL leadership in radio entertainment. A staff of talented announcers, trained in the art of showmanship, assures advertisers of full effectiveness for their messages over this station.

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

National Representative:
John Blair & Co.

WARTIME PROBLEMS confronting NBC western division affiliated stations were discussed when these executives met in two-day session at Los Angeles Biltmore Hotel on Dec. 6-7. Conference attendants charting course of action were, front row (l to r): William B. Ryan, KFI Los Angeles; Richard Lewis, KTAR Phoenix; Donn Tatum, NBC attorney; Joe Alvin, Frank Berend and Jennings Pierce, news and special events manager, sales manager, and station relations manager, respectively; Sid Fox, KDYL; Second row (l to r): Hal Bock, NBC press manager; Harold Ritter, KYCA; Prescott; R. B. Williams, KVOA Tucson; Joe Walberg, NBC; John Baldwin, KDYL Salt Lake City; Florence Gardner, KTFI Twin Falls; Mrs. O. P. Soule, KTFI; Sidney N. Strotz, NBC western division vice-president; Mary Butler, NBC; William Brooks, NBC. Back row (l to r): Henry Maas, NBC program and sales traffic manager; Gil Paltridge, KFI; Keith Collins, KMJ Fresno; Ray Smucker, KYUM Yuma; Ed Craney, KGIR Butte; Paul Gale, NBC traffic manager; Franz Robischon, KGHL Billings; Tom Sharp, KFSD San Diego; W. B. Stunt, KOMO Seattle; Walter Wagstaff KIDO Boise; Frank Ford, NBC sales promotion manager; Don McNamara, KFI; Myron Fox, KDYL Salt Lake City; Lew Frost, NBC program manager; O. W. Fisher KOMO Seattle; George Whitney, KFI Los Angeles; William S. Hedges, NBC New York vice-president; O. P. Soule, KTFI Twin Falls; Arden X. Pangborn, KGW Portland; Henry Fletcher KSEI Pocatello; John Elwood, KPO San Francisco; Marian Harris, KFSD San Diego.

New Canada Outlet

NEW STATION for Windsor, Ont., primarily to carry Canadian Broadcasting Corp. programs for that area, is understood to have been approved by the CBC Board of Governors. Outlet will be a 500 watt station operating on 1540 kc, to be owned a private company.

A VARIED array of peacetime adaptations of wartime discoveries in television and allied fields of electronics will be presented in the first national Products of Tomorrow exposition in Chicago, next spring. Exposition, which will open approximately on March 1, will be held in the Chicago Coliseum. Marcus W. Hinson is chairman of the planning committee, and general manager.

Ed Mason Out as Farm Head in WLW Shakeup

SEVERAL changes involving the farm, continuity, copyright and merchandising departments have taken place at WLW Cincinnati, Robert E. Dunville, Crosley Corp. vice-president and station general manager, disclosed last week.

In the shakeup Ed Mason (Wallace Mosier in private life), who has been farm program director since 1938, was transferred to the continuity department and Roy Battles, associate farm director since last June, was made head of the farm program department.

Leighton Mitchell, continuity director, was shifted to the research and marketing department of the merchandising division. The continuity and copyright departments were consolidated with Bernie Matteson, former copyright chief, named director of the new setup.

FALSE representations with respect to the number of tubes contained in certain radio sets will be discontinued under a stipulation entered into last week with the Federal Trade Commission by the Manhattan Auto & Radio Co., Washington, D. C.

AP
WMIN, St. Paul, Minn.
. . . without question AP is the best news service which WMIN has ever used.
Frank M. Devaney
Ass't General Manager
available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N.Y.

WCSC thinks CBS is tops...BUT!

Good as CBS is...and we think it's tops in talent, public service and news...we know we need even more than the best in network radio to tick in tune with the heartbeat of Charleston. We need locally planned, locally produced public service programs ...education and entertainment to capture the spirit of fast-growing Charleston; to keep WCSC the strong civic force it is in the life of our community.

We think we have them.

Programs like our "Good Neighbors", produced by WCSC and broadcast under the sponsorship of the Southern Furniture Company.

Every Monday through Saturday morning, at 8:45, *our* good neighbors turn to this program to hear a musical tribute (accompanied by flowers) to the "Good Neighbor" of the day. It may be the woman who took care of her neighbor's children in time of illness; the man who rushed out to take in his neighbor's laundry when a storm blew up unexpectedly; the little girl who helped an old lady across the street. It's a nice gesture to nice people (our people) for the nice things they do every day.

"Good Neighbors" is the kind of program WCSC likes to do. *Wants* to do. Our listeners expect it. It sells furniture (in quantity) for the Southern Furniture Company, too!

WCSC

CHARLESTON, SOUTH CAROLINA

John M. Rivers, Owner

Represented Nationally by Free & Peters

STOVIN & WRIGHT PARTNERSHIP SPLIT

PARTNERSHIP of Stovin & Wright, station representatives at Toronto and Montreal, formed in 1941 has been dissolved and the two principals will return to business individually as station representatives on Jan. 1. Horace N. Stovin & Co. will continue with the bulk of the stations; C. W. Wright will continue to represent a small number of stations.

Mr. Stovin, a radio veteran, was supervisor of station relations of the CBC Toronto, when he went into the representative field in October 1940, with offices at Toronto, Montreal and Winnipeg. The following year Joseph Hershey McGillvra sold his Canadian representative business to Mr. Stovin and Mr. Wright, who was manager of the Toronto McGillvra office.

The break-up of the firm will see Mr. Stovin with 22 station and Mr. Wright with two stations, CKAC and CKCO. No special reason was given for the split, except that Mr. Stovin wishes to expand further and Mr. Wright wants only a small operation. For the time being they will share the same offices in the Victory Bldg., Toronto, because of office space shortage.

Mr. Stovin has announced that Jim R. Knox will be sales manager at Toronto, with J. R. Pearcey from the Montreal office transferred to Toronto as assistant sales manager. W. West, recently discharged from the Royal Canadian Air Force, will be on the sales staff. He was with Pacific Coast stations in the United States before the war. G. E. Rutter heads a new research department at Toronto. The Montreal office will be in charge of Ralph Bowden, recently discharged from the Royal Canadian Navy, and will be located in the Keefer Bldg. The Winnipeg office will continue in charge of A. J. Tony Messner, and a Brandon, Man., office has been opened in charge of Wally Grigg.

Pabst Change

PABST SALES Co., Chicago (Pabst Blue Ribbon beer), on Jan. 6 replaces *Kenny Baker Show* with *Danny Kaye Show* on CBS stations, Saturday 8-8:30 p.m. Series will star the film comedian and feature Harry James with a 26 piece orchestra. Lionel Stander, film comedian, completes the cast. Ken Niles is announcer. Dick Mack, Hollywood producer of Warwick & Legler, has been assigned to the program.

Opera Albums

VICTOR Recordings of Metropolitan Opera stars are offered free to listeners by the Texas Co., sponsor of the weekly opera series on the Blue, Saturday, 2-5 p.m. As part of each broadcast, Olin Downes, chairman, and a panel of experts answer questions on opera sent in by listeners, with winners of questions selected receiving an album of recordings. Agency for the Texas Co. is Buchanan & Co., New York.

SURVEY FINDS HIGH VIDEO ATTENDANCE

AN AVERAGE of 8.2 persons per television set viewed election returns as telecast by the three New York video stations Nov. 7, according to replies to a blind questionnaire sent out by NBC to check on the public's reaction. 4,528 questionnaires were mailed Nov. 22, 835 had been returned by Dec. 12, of which 595 or 71.3% said they had viewed returns on their television receivers.

Of the 595, 60.2% reported watching one station only, 14.4% saw programs of two stations and 25.4% viewed all three. Of the 57.4% who also listened to the radio, slightly more than half (56.9%) thought television was better, but answers to the question as to the most interesting video feature of the evening gave first place to entertainment interludes, with 26.3% of the votes, followed by teletype news on the screen, with 25.7%. News commentators were rated first by only 11.1% of the televiewers and other features somewhat less.

New Chicago Agency

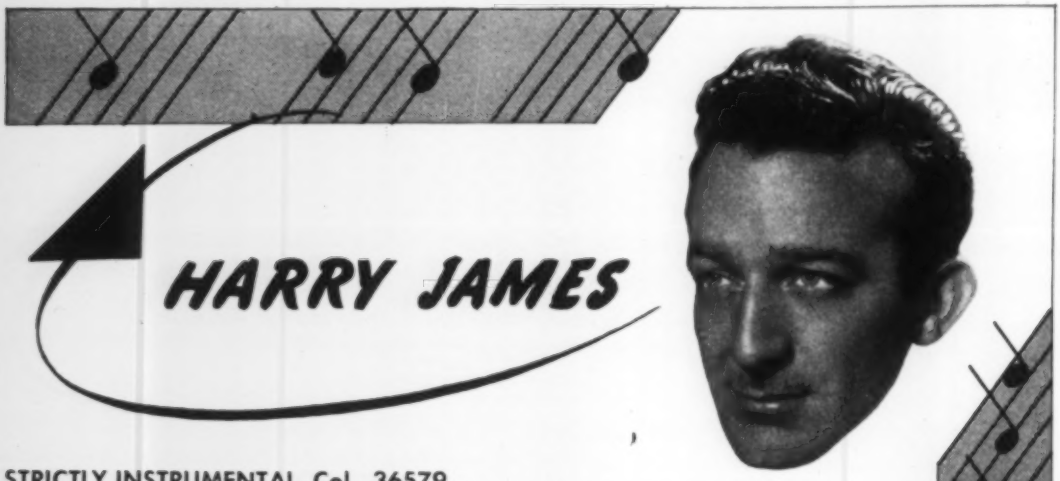
TRADE Developments Corp., Chicago, a new advertising agency, is headed by Jay C. Williams, president, former partner of Crowell, Crane, Williams & Co., Chicago; Morris F. Swaney, vice-president, formerly with U. S. Adv. Corp., Chicago; and George F. Drake, secretary-treasurer, former account executive and vice-president of Hill Blackett Co., Chicago. Club Aluminum Products Co., Chicago; G. Barr & Co., Chicago (Balm-Barr); Victor Mfg. & Gasket Co., Chicago (automotive parts), are the accounts listed by the new corporation. "Plans are being formulated for use of radio," Mr. Drake announced. Offices are in the Field Bldg., 135 La Salle St. Phone is Dearborn 6650.

Sports Ethics Code

SPORTS Broadcasters Assn., New York has adopted a code of ethics pledging its members to refrain from attacking an established sport without full evidence; to observe commercial contracts for coverage of athletic events; to abjure from personal animosities; and to respect news release deadlines at all times. The four-point code is prefaced by a pledge to maintain high standards of accuracy in reporting. The Association also voted to establish a national associate membership. The code was drawn up by a committee composed of Ted Husing, CBS; Bud Watson, UP radio sports editor; and Bill Slater, freelance.

Cards Promoted

GIBSON ART Co., Cincinnati (greeting cards), on Dec. 5 began participation in Mildred Carlson's *Home Forum*, quarter hour show, 3 times weekly on WBZ Boston and WBZA Springfield; Dec. 6 *Martha Dean*, half hour participation show, 5 times weekly, WOR New York; Dec. 11 *For Women Only*, quarter hour participation show featuring Ruth Chilton, 3 times weekly on WCAU Philadelphia. Contracts for 26 weeks were placed by Christiansen Adv. Agency, Chicago.



STRICTLY INSTRUMENTAL	Col. 36579
LAMENT TO LOVE	Col. 36222
CHERRY	Col. 36683
YOU'VE CHANGED	Col. 36390
MISIRLOU	Col. 36390
WALKIN' BY THE RIVER	Col. 36069
LOST IN LOVE	Col. 36285

These are but a few of the many BMI-licensed titles recorded by James. See DISC DATA for the complete list.

"The Horn" entered the ranks of professional musicians upon graduation from high school. Benny Goodman heard him in 1937 and put him in the famous Goodman trumpet section. James formed his own orchestra in 1939 and his rise to the top was sensational. BMI is pleased and proud to salute a truly great artist!

BMI

NEW YORK CHICAGO HOLLYWOOD

what makes a . . .

EXCLUSIVE

EXCLUSIVE because of the enormous pouch that hangs from its lower bill, used like a scoop-net to capture and store food, the Pelican likes company and lives in large communities. Best known is Pelican Island, Florida. In flight, the Pelican flaps its wings and sails alternately, staying close to water, diving for fish, often traveling 50 miles in search of food for its young.

EXCLUSIVE because of its constant campaign to provide EXCLUSIVE FM PROGRAMMING for EXCLUSIVE FM LISTENING, FM Radio Station K-O-Z-Y . . . Pioneer FM Voice in the Kansas City Area . . . is a fixed quality habit with Kansas City's first quality audience. KOZY is ready today to immediately assume added community leadership with FM expansion tomorrow. Don't overlook this extra value! Ask for Rate Card 3.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

FM Radio Station KOZY

PORTER BUILDING • KANSAS CITY, MISSOURI

FM Pioneer **in the Kansas City Area**

EVELYN STARK

Director of Radio

MacFARLAND, AVEYARD & CO.

Chicago

Now Is the Time

(*Continued From Page 15*)

terial. When such an announcer, however, presents so-called news items, colored to give the listeners wrong impressions, belief of listeners in radio news is undermined.

Most of the above comments refer to network broadcasts, but spot business presents acute problems. During the campaign, many independent committees are created. The names of these committees are often confusing. For instance, the American Democratic National Committee was bitterly opposed to the re-election of President Roosevelt. The Independent Republican Committee endorsed President Roosevelt.

One-minute political transcription may contain material that is dynamite. The misuse of Gen. Hershey's quotation in the past campaign is only one example. The fact that we, in radio, do not have the right of censorship, but yet may be held responsible for political broadcasts is just another reason why we need a new radio law.

Provision should be made in any revision of the statute to save stations and networks harmless for any slanderous statements made by a candidate or a speaker appearing on behalf of a candidate.

Many stations refused one-minute political spots. This is a policy that might well be considered for universal adoption.

Networks rightfully barred the use of dramatics by political advertisers. Some individual stations likewise barred political dramatics. The question of what constitutes dramatic presentation, however, varies considerably. To avoid difficulties in the 1948 campaign, radio should develop a generally accepted definition.

As one who has been lucky enough to have been on both sides, may I suggest that we, in radio, carefully consider how we are going to handle the 1948 Presidential campaign—not in August, 1948, but sometime soon.

Instead of handling a political campaign as a necessary evil, let's do something positive that will win us friends in the home and in Congress.

Steele to WHN

JOHANNES STEELE on Jan. 1 will transfer his nightly news commentaries from WMCA New York to WHN New York, following eight years on the former station. Plans for putting Mr. Steele, who has had the highest Hooper rating of any local commentator in New York, on the Blue Network for an unidentified sponsor fell through when the network declined to add another commentator to its already lengthy list. J. Raymond Walsh, director of research and education of the CIO, succeeds him at WMCA.

BRAND NAMES GROUP IS EXPANDING SCOPE

BRAND Names Research Foundation, New York, formed last spring by a group of clothing manufacturers to promote better public understanding of the role of brand names and trade marks in providing consumer protection, employment and business growth, is expanding its representation into the food and drug field and has under way a two-way radio promotion program.

Major effort is the distribution of seven radio flashes each week to 510 stations, the list representing mainly women commentators, with some program directors and men commentators also requesting the service. The bulletins combine colorful human interest material relating to trade-marks with arguments on the value of brand names.

The foundation recently sent some 3,500 retail stores a second series of flashes written so the name of the store and product can be incorporated in the copy. Some 70 department stores have requested the material.

Standard Brands Inc, and Sterling Drug Inc. are among the latest to join the foundation.

WHOM Acquires Space In 711 Fifth Ave. Bldg.

CRAIG LAWRENCE, vice-president and general manager of WHOM Jersey City-New York, last Tuesday signed long-term leases for 35,000 ft. of space in the building at 711 Fifth Ave., New York, which has been renamed the Look Bldg., following the lease of 100,000 sq. ft. by *Look* magazine, which like WHOM is a Cowles property [BROADCASTING, Dec. 11].

Second and mezzanine floors will be turned into offices and studios for WHOM and its proposed FM affiliate and for the national sales offices of the Cowles stations as soon as building materials required for extensive alterations are again available. Former headquarters of NBC until that network moved to Radio City, the 711 address has retained its place in the radio atlas as the headquarters of World Broadcasting System.

Tube on Display

A 100 kw water-cooled tube which has had 12,501 hours of service at CBK Watrous, Sask., will be on display in the Winnipeg offices of Canadian Broadcasting Corp. in a special display cabinet being built by George Brockman, CBK operator.

says Evelyn

"The flexibility of spot broadcasting solves a maximum number of radio advertisers' problems."

we agree 100%

"With spot broadcasting you get the station you want, in the market you want, at the time you want."

John Esau
General Mgr.

KTUL

5000 Sales-Productive Watts in Tulsa

CBS . Free & Peters, Inc.

YOU SELL WHEN YOU BUY

WHDH

BOSTON'S POPULAR-*Plus* STATION

National Sales Representatives · SPOT SALES, INC., New York · Chicago · San Francisco

CHNS

HALIFAX
NOVA SCOTIA

The Busiest Commercial Radio Station of the Maritimes

JOS. WEED & CO.
350 Madison Avenue, New York

Red Galluses... or White Tie?

"They're all the same to me! You see, I represent WTCN and when the folks in the flannel shirts want to hear programs they like, we've got 'em scheduled at those times . . . And when the boiled shirts tune in we're airing out shows that they like. So, all in all, it's a safe bet that WTCN reaches all of 'em sometime in the 18 hours!"

Look at WTCN's program schedule and you'll see what Zeke means. Shows are presented at the times when the people we want to reach can listen best —whether they wear "red galluses" or "white ties." That's the reason WTCN delivers for advertisers in the great midwest.

STATISTICS ON WTCN DAY COVERAGE	Population	1,836,424	RETAIL SALES $908,036,000
	Families	510,117	
	Families with Radio	374,640	
	Potential Audience	1,346,704	

STATISTICS ON WTCN NIGHT COVERAGE	Population	1,685,051	RETAIL SALES $732,971,000
	Families	468,080	
	Families with Radio	349,670	
	Potential Audience	1,248,812	

WTCN

THE BLUE NETWORK

MINNEAPOLIS · SAINT PAUL, MINNESOTA

FREE AND PETERS . . . *National Representatives*

NOTICE

You cannot cover the tremendous New York market without using WBNX, because . . .

WBNX reaches

•

2,450,000 Jewish speaking persons

1,523,000 Italian speaking persons

1,235,000 German speaking persons

660,000 Polish speaking persons

•

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.

WBNX

5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

FCC Refuses to Ease Net Rule

(Continued from page 14)

morning segment. In lieu thereof, petitioners will arrange for an additional half-hour in each weekday evening segment and an additional hour in the Sunday evening segment.

4. The proposed modification will not result in any greater amount of daily time being under option for network programs than is now permissible but, on the contrary, will result in a smaller amount of total hours being optioned.

5. Your petitioners believe that the public interest, convenience and necessity will be promoted by the requested change.

The Commission's letter to NBC denying its request follows:

The Commission today denied your request to amend Regulation 3.104 by adding thereto the following sentence:

"In the event a station does not option the full three hours permissible under this Regulation in the 8 a.m. to 1 p.m. segment of the broadcast day, it may, in addition to optioning three hours in the 6 p.m. to 11 p.m. segment, also option in that segment for network programs one-half of the difference between three hours and the total hours it options in the 8 a.m. to 1 p.m. segment; provided, however, the total time optioned by a station in the 6 p.m. to 11 p.m. segment shall not exceed 3½ hours on any weekday nor four hours on a Sunday."

One purpose of Regulation 3.104 was to leave 14 of the 35 evening hours in each week free of network option, in order to foster the development of local programs. It appears, however, that even under the present regulation your network now sells to commercial sponsors some 7¾ of the 14 evening hours reserved from option; and that even without an option you are still able to deliver to advertisers substantially the entire network, with only a handful of stations substituting local for network programs.

The result of permitting an additional half-hour of network option time in the evening segment would appear to be, at least in the case of NBC, to leave practically no time in that segment available for local programs. Clearly, this would not be in accordance with the policy of the chain broadcasting regulations.

With reference to the number of hours in the morning segment which are subject to network option, the Commission is of the opinion that your present policy of restricting the number of option hours to less than the maximum permitted under the regulation is commendable. The Commission likewise concurs fully in your statement that interference with local programs which have met with public acceptance and which are sought for use by local civic, patriotic and religious groups, local church services, and other highly important local program schedules of years' standing is to be avoided.

In the light of the opinion expressed in your petition that these local progams serve a recognized local need and are in the public interest, the Commission assumes that NBC will not desire to discontinue its present policy of optioning only two hours in the morning segment despite the fact that a maximum of three hours is permissible under the present regulation.

Letter to Cowles

Text of the Commission's letter to Cowles Broadcasting Co. follows:

The Commission today denied the petition, submitted by Iowa Broadcasting Co., requesting an amendment to Section 3.103 of the Regulations in order to permit a station to enter into a new network affiliation contract more than six months prior to the effective date of such contract.

The petition alleges that a station which is affiliated with one network may not enter into an affiliation contract with a second network until its contract with the first network has expired. This is not the case. A station affiliated with one network but desiring to change its affiliation to another network may, under the regulations as presently drawn, enter into an affiliation contract with the second network at any time, provided that the effective date of the contract is not more than six months from the entering into of the contract.

Nothing in the regulations prevents dual affiliation. As a matter of fact, Regulation 3.101, governing exclusivity of affiliation, and Regulation 3.104, governing option time and prohibiting exclusive options, were designed in part to make sure that affiliation with a second network would be possible. Various stations have in fact met the problem of transferring from Network A to Network B by affiliating with both during a transitional period. Accordingly, no amendment to Regulation 3.101 appears necessary in this connection.

The petition further alleges that an applicant for a new station cannot enter into a contract with a network more than six months in advance of the date upon which he receives a license. This is not the case. An applicant for a new station can enter into a contract with a network at any time, provided only that the period covered by the contract shall not be in excess of two years, and that the contract shall not be entered into more than six months before the beginning of such period. The contract can provide, for example, that the two-year period which it covers shall begin six months from the date upon which it is entered into, but that actual broadcasting of network programs shall begin when the station is first authorized to go on the air.

It is, therefore, the view of the Commission that the problems raised in the petition can be fully solved by appropriate contractual provisions within the present regulations.

Dalton Appointed

BENDIX Aviation Corp. radio division has appointed Jack T. Dalton as eastern district manager for the New York territory, Leonard C. Truesdell, general sales manager for home radio, announced. Mr. Dalton, who was formerly eastern sales manager for the Crosley Radio Corp. and Grigsby-Grunow (Majestic) radio companies and more recently associated with RCA-Victor, also will handle special assignments in connection with the company's expanding nation-wide organization.

Blue's New Rate Card

BLUE Rate Card No. 32, dated Jan. 1, 1945, has been issued in a new booklet format with a pull-out strip that shows all stations listed alphabetically on one side and the network groups on the other. In addition to a 2½% reduction of discounts the card shows a change in the standardization of rebates so the daytime rebate is the same as the nighttime one, 12½% for 52 consecutive weeks of broadcasting.

WJLS

BECKLEY, WEST VIRGINIA

Expands its market...*

*Daytime coverage increases 1,390 square miles...with 110,741 additional potential listeners (FCC survey).

now at 560 *on the dial*

CBS NETWORK

Represented by Burn-Smith

BLUE NETWORK

WFMJ

YOUNGSTOWN, O.

28th U. S. METROPOLITAN DIST.

MORE LISTENERS PER DOLLAR

Ask HEADLEY-REED

New York, Chicago, Detroit, Atlanta San Francisco

RADIO KEEPS UP FIRE NEWS FLOW

WGAR First on Scene With Mobile Transmitter

Radio here yesterday was doing its share in keeping the public informed of the fire and explosions at the East Ohio Gas Co. liquid gas storage tanks at the foot of E. 61st Street. WGAR was the first station with a mobile transmitter at the scene. Manny Eisner of WGAR reported members of the staff saw the fire from the station's studios on Hotel Statler.

Eisner, Sutherland Dewitt, Clyde Vortman and John Saunders hurried to the scene by automobile. Reporting back to the station they were informed the mobile truck was already on the way.

Sid Andorn and Engineer Clare Taylor got the mobile unit on the air around 3:45 p. m., yesterday, Eisner reported. The unit was also put into service as an emergency communication center getting messages through for the police, coast guard and Red Cross. The public address system on top of the truck was used to summon various police officers, physicians and officials at the scene of the fire.

WGAR supplied its sister station, WJR, Detroit, with a direct broadcast of the tragedy with Andorn at the microphone.

At approximately 9:15 last night, John F. Patt, manager of WGAR, called to report that Announcer John Saunders was in a radio-equipped plane over the burning area. WGAR was able to pick up and rebroadcast Saunder's word description of the scene. WGAR was also supplying the Columbia Broadcasting System with bulletins on the fire.

Excerpts, Cleveland Plain Dealer

Tragedy descended on Cleveland when giant liquid gas storage tanks exploded, set fires, took a toll of 130 dead and 32 missing. Staff members of Radio Station WGAR volunteered, entered the stricken area to help save lives and property . . . another example of the station's philosophy—"in service of home and nation."

More POPULAR at this season

More POPULAR at all seasons, WHBQ has more local accounts than any other Memphis station

Sincere wishes for a Joyous Christmas from WHBQ and RAMBEAU

SOUTH'S 24-Hour Station

WHBQ

Bob Alburty, General Manager

Your MUTUAL Friend

MEMPHIS, TENNESSEE

Represented by RAMBEAU

Probers Clash Over Report to House

Defense of Commission Foreseen After Inquiry

By BILL BAILEY

DISAGREEMENT over legislation as a result of its two-year inquiry marked the final days of the House Select Committee to Investigate the FCC, as the Committee staff worked feverishly last week to prepare a report to be filed with the clerk of the House by midnight Jan. 2, when the 78th Congress expires.

Reports were that the Committee, often split over procedure, would pass out of existence divided as to whether the FCC should be curbed or given even broader powers. There was general agreement that new legislation is needed, but indications were the majority report would tend to defend the Commission, while the minority report would demand sweeping revision of the Communications Act to spell out the FCC's powers.

Uniform Accounting?

It was learned that the Committee report will contain a recommendation that Congress enact legislation requiring a uniform system of accounting for all stations as recommended at the closing session by Charles R. Denny, FCC general counsel (see story page 62). Whether the Committee also would recommend supervision over sale prices was problematical, although Rep. Richard B. Wigglesworth (R-Mass.) has contended that high prices amounted to "trafficking" in frequencies.

Whether or not the investigation, undertaken through resolution (HRes. 21) introduced by Rep. E. E. Cox (D-Ga.) in January 1943, accomplished anything, it did cost the taxpayers a quarter-million dollars. Of the $110,000 appropriated by the House, $4,700 remained after December salaries were paid. Only a few outstanding bills were unpaid, according to Robert B. Barker, general counsel, who said more than $4,000 would be returned to the Treasury. At the FCC it was estimated that the investigation cost well over $100,000 in man-hours alone, aside from exhibits and photostats prepared for the Committee (see page 62).

The investigation formally closed at 10 p.m. Saturday (Dec. 16) after an all-day inquisition into the 1937 sale of WLWL New York by the Paulist Fathers to Arde Bulova was held. The sessions, however, branched out into various phases of Mr. Bulova's activities, both in radio and other business affairs.

Concluding the Bulova inquiry shortly before 10 p.m. the Committee went into executive session on a final phase of the WMCA case in which Donald Flamm had charged he sold WMCA New York to Edward J. Noble in 1940 "under duress." At the conclusion of the brief session Chairman Lea (D-Cal.) announced the Committee would make no public disclosures regarding the WMCA case until the report is filed.

It was understood, however, that the Committee's report will contain nothing more than a passing mention of the WMCA sale, despite the furore that phase of the House inquiry caused.

In a last-minute telegram to Chairman Lea, Handelman & Ives, New York counsel for Mr. Flamm, charged the Committee with "whitewash" in conducting part of the WMCA investigation publicly and the remainder underground. "The conduct of your investigation has been highly irregular and improper," wired the attorneys. At the same time they telegraphed Speaker Rayburn (D-Tex.), alleging the Committee had "resorted to star chamber procedure" and that the investigation had "deteriorated to a whitewash". As in previous wires from Mr. Flamm's counsel the Committee took no action.

Garey Charged 'Whitewash'

Punctuated by dissension both inside and out of its ranks, the Select Committee has had two chairmen, three general counsels and several changes of staff members since its inception. Rep. Cox resigned in late September 1943, shortly after Commissioner Clifford J. Durr demanded in an open letter to Speaker Rayburn that the chairman be removed.

Following the appointment in early October 1943 of Rep. Lea, charges that the investigation would be "whitewashed" were heard in Congress, but the venerable Californian, also chairman of the Interstate & Foreign Commerce Committee, met such charges with indignant denials. He contended he would demand a "fair and impartial" investigation.

Eugene L. Garey, Cox-appointed general counsel, had been sniped-at from time to time. It was no secret that Rep. Lea desired Mr. Garey's resignation, but a majority of the Committee refused to accept it. Then last February the Committee, after two days of hearings, voted 3-2 to postpone further inquiry into the WMCA sale pending

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HUNTING FOR MORE BUSINESS IN IDAHO?

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litigation in New York courts. Mr. Garey resigned, denouncing the majority for what he termed "sheer whitewash". His entire legal staff walked out with him.

Harry S. Barger, chief investigator, was appointed acting general counsel and hearings were resumed. John J. Sirica, Washington attorney, was named general counsel in April. Mr. Barger resigned in August to join the Republican National Committee research department and Mr. Barker was named chief investigator.

Latest hearings in the WMCA sale began Nov. 22. On the same day Rep. Warren G. Magnuson (D-Wash.), Senator-elect, wired his resignation as a Committee member to Speaker Rayburn and Rep. Percy Priest (D-Tenn.) was named to succeed him. Six days later the Committee, by a 3-2 vote, went underground to complete the WMCA hearings behind closed doors. In open session Mr. Sirica, also charging a "whitewash", resigned. Mr. Barker was named general counsel on Dec. 1.

Although the Committee had announced that the Dec. 16 hearing would be into the 1937 sales of WLWL and WOV to Mr. Bulova, little testimony was given in that connection, save by Rev. Edward Lodge Curran, president of the Catholic Truth Society, and James P. Kiernan, former business manager of WLWL. Considerable inquiry was made, however, into Mr. Bulova's other enterprises until objections by Rep. Louis E. Miller (R-Mo.) were sustained.

Chairman Lea several times remarked that the hearing was called specifically to investigate the sales of WLWL and WOV and that other stations acquired by Mr. Bulova and his affiliations with the Bulova Watch Co. were irrelevant.

Marks Clears Bulova

Witnesses included, in addition to Father Curran and Mr. Kiernan: A. Edward Masters, attorney for the estate of the late John Iraci, former owner of WOV and WPEN Philadelphia; Hyla Kiczales, former manager of WOV and one-time secretary to Mr. Iraci; Rosel H. Hyde, FCC assistant general counsel in charge of broadcasting; Leonard Marks, chief of the new facilities section, FCC Law Dept.; Ben S. Fisher, Washington counsel for Mr. Bulova and president of the Federal Communications Bar Assn.; Harold Lafount, general manager of the Bulova radio interests; Sanford Cohen, New York counsel for Mr. Bulova; Mr. Denny.

Father Curran hinted that Mr. Bulova had held hidden ownership in several stations including WORL Boston, but Mr. Marks testified that the FCC had conducted a thorough investigation, and although no decision has been handed down, investigators could find no evidence where "Bulova money was routed to WORL through Lafount". With reference to charges by Miss Kiczales that a secret agreement had existed between Mr. Bulova and Mr. Iraci concerning WPEN, Mr. Marks said statements taken by FCC investigators "indicated that no such contract existed, with the exception of one by Miss Kiczales".

He said the reason the Commission did not grant the WPEN sale to the *Philadelphia Bulletin* until Dec. 9, day before an option was to expire [BROADCASTING, Dec. 11, 18], was that investigators still were attempting to find the purported "agreement".

Mr. Bulova testified that he kept no personal records of accounts and when Mr. Barker inquired about his income tax, Rep. Miller protested that the Committee "has never been authorized to go into income tax; we're supposed to investigate the FCC." Rep. Lea sustained the objection.

When Mr. Barker asked the witness if he had made application for a passport to Europe as a correspondent for WOV, Rep. Miller again objected and Chairman Lea ruled: "It's unfair to go into matters not connected with the FCC and give wings to charges."

Records Subpenaed

As Mr. Bulova left the stand Mr. Barker served him with a subpena *duces tecum* calling for all business records pertaining to his radio interests.

Rep. Miller indicated last week that he would file a minority report "if the Committee report doesn't cover what I think it should." Rep. Wigglesworth also is expected to file a separate report. Until Rep. Miller joined Reps. Edward J. Hart (D-N.J.) and Priest in voting to discontinue the WMCA hearings he had been aligned with Rep. Wigglesworth in demanding open hearings. Chairman Lea joined Rep. Wigglesworth in dissenting against the executive sessions.

Biscuit Addition

MANCHESTER BISCUIT Co., Sioux Falls and Fargo, will begin sponsorship Jan. 8 of quarter hour shows Monday through Friday on WDAY KFYR WEBC WHLB WMFG in addition to their programs now on WDGY WNAX KRNT KMA. Contract for 52 weeks was placed by George H. Hartman Adv., Chicago.

Today's BEST BUYS

A full page of them in the January 8th issue of BROADCASTING on stations

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Tighter FCC Control Over Business Advocated by Denny

General Counsel Urges Law Requiring Uniform Account System; Hints at Price Supervision

TIGHTER control over radio, particularly business practices, is being sought of Congress by the FCC.

In the final session of the House Select Committee to Investigate the Commission on Dec. 16, Charles R. Denny, FCC general counsel, asked for three amendments to the Communications Act of 1934—one giving the Commission authority to require a uniform system of accounts at all stations; one defining the FCC's supervision over sale prices of stations and a third a revision of Sec. 310(b) relating to transfer of control.

Following is text of Mr. Denny's statement:

On the question of prices of radio stations, I would like to say a word on behalf of the Commission and point out something that I think this Committee might want to give attention to. The Commission has construed the present Federal Communications Act as not giving it any authority to deal with the prices for which radio stations are sold. As the Commission construes the Act, it cannot fix the price. The price is a matter for private negotiation between the parties.

The Commission has reported its construction of the Act to the Congress. . . . It would be very helpful if the Congress would give some instructions in the form of an amendment to the Communications Act indicating how Congress intends that its administrative agency should deal with a matter of that kind. . . . Commissioner Durr does not share in that construction and filed a separate statement of his own at the time that that construction was announced to the Congressional Committees. However, that is the construction of the majority of the Commission and, right or wrong, they have reported their construction and they are awaiting further instructions from the Congress on that point.

Under the present act it would be exceedingly difficult to deal with that problem because you do not have uniform accounts for these radio stations. You have no uniform standards with which to determine what would be the proper basis for placing a price on one of these radio stations.

In the utilities that we regulate the Commission has specific authority from Congress to prescribe a uniform system of accounts, so that we know what every piece of property they have is worth, their original cost, their replacement value. With respect to radio stations we have no such power. We have not a starting point at which to make a determination as to what the proper price for selling should be.

I think the Commission does need further instructions from the Congress upon that. I think it was the intention of the Commission, in making the recent report to Congress, to request the Congress to give it further instructions, if the Congress is not satisfied with the present procedure. We are helpless until the Congress acts.

On the point of a uniform system of accounts, I think there is this further very important point: . . . We should have specific statutory authority to require all transactions with respect to a radio station to be kept in one uniform book, so that we would never have to go running all over town to find out what was really going on in that station. It would be all in one place and uniform at every station. That would be a very desirable amendment.

I would recommend such an amendment. I am speaking on my own now and I am not making a recommendation for the Commission itself. It has not formally voted on it. I take the responsibility, and I am doing it in my role as general counsel for the Commission.

Those two amendments I would recommend, and I would also strongly again recommend a revision of Sec. 310(b), a clarification of Sec. 310(b) which governs transfers of control of these radio stations.

Testifying Sept. 7 before the Committee which was probing the sale of WFTL Ft. Lauderdale-Miami, Mr. Denny said:

I don't personally advocate fixing the rates and making public utilities of these radio stations, because I think competition in the radio industry is the ideal way of preserving free speech. I think that common carrier regulation of radio stations would be undesirable. I think the present Sec. 310(b) of the Act . . . is inadequate because it does speak in terms of control. I am not speaking for the Commission, because they have not taken a formal vote or made a recommendation on this matter, although I think Chairman Fly has made a recommendation to the Senate Interstate Commerce Committee for the amendment of Sec. 310(b).

In my opinion Sec. 310(b) should be amended so as to give the Commission control over the transfer of smaller interests. I would advocate that the Commission be given jurisdiction over transfers of 15 or 20 or certainly 25% interests. I think if a man owns a 15 or 20 or 25% interest in so important a mechanism as a radio station, it is very desirable that he come before the Commission and let the Commission find out who he is and approve his ownership.

Mr. Denny submitted the following proposed amendment to Sec. 310(b):

Amend Sec. 310(b) of said title III by deleting said paragraph and substituting the following:

"(b) The station license required hereby, the frequencies authorized to be used by the licensee, and the rights therein granted shall not be transferred, assigned, or in any manner either voluntarily or involuntarily disposed of, or indirectly by transfer of control of any corporation holding such license, to any persons, nor may stock or other participation in the ownership of any corporation holding a license, whether or not such transfer constitutes a transfer of control, be transferred to any person, if as a result of the transfer the transferee will hold 20% or more of the stock or other participation in ownership, unless the Commission shall, after securing full information, decide that said transfer is in the public interest, and shall give its consent in writing."

EXPENSIVE PROBE
Cost of FCC Quiz by House Near Quarter-Million

CONSERVATIVE estimates place cost to the taxpayers of the House Select Committee investigation of the FCC at nearly a quarter-million dollars.

Created in January 1943 the Select Committee is scheduled to expire at midnight Jan. 2 with the 78th Congress at a total cost of $106,000, appropriated by Congress alone. In addition the FCC spent well over $120,000 in salaries, exhibits and incidental expenses involved in the probe.

Figures compiled by the FCC Law Dept. show that 149 staff members devoted at least an hour or more at the investigation. A total of 49,009 man-hours were consumed by Commission personnel, digging up files, facts and figures for the Committee. Charles R. Denny, FCC general counsel, estimated that 6,126 man-days were consumed by Commission personnel, or approximately 20 man-years.

Nathan David, former assistant general counsel, spent full time, a total of 1,600 hours until he left the FCC in November 1943 to enter the Navy, and his successor, Peter Shuebruk, devoted 2,900 hours—or all his time to the inquiry.

Mr. Denny spent 1,700 hours or 212½ man-days—two-thirds of a working year and Walter White, administrative assistant to the general counsel, devoted 2,528 hours to the investigation. Altogether, 4,811 items were filed with the Committee, aside from scores of station files and other Commission data.

'Digest' Award

RADIO'S outstanding musical discovery of the year, according to a poll conducted by *Magazine Digest*, Toronto, is Leonard Sues, orchestra conductor on Bristol-Myers Co.'s *Eddie Cantor Show* on NBC. Conferred on Mr. Sues on last Wednesday's broadcast, award is the first of its kind to be made by the magazine, and will probably be followed by similar awards from year to year, according to Murray Simmons, publisher.

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1943

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LOUISVILLE

Regional WLB Panel Reaffirms Rule Denying Assigned Fee to Announcers

REAFFIRMING a position taken last August by the National War Labor Board in the WMAL case, a Chicago regional WLB panel has recommended unanimously that AFRA demands for assigned fees for commercials at seven Chicago B stations be denied. Instead, the panel favored a flat 15% increase in the salaries of announcers, retroactive to Nov. 1, 1943. Stations involved are WJJD WIND WAAF WAIT WGES WSBC WCFL.

In its report on the dispute, the panel found that the union's proposal that announcers receive extra fees ranging from 25c to $1.50 for commercials (excluding spots) would increase compensation paid to announcers by $15 to $39 a week.

The panel took issue with AFRA's contention that the assigned fee system used on "A" stations should also govern "B" stations. On this point the report declared:

The Panel . . . is of the opinion that a provision which in the case of A stations produces no additional earnings must be carefully scrutinized before it is applied to the B stations where its effect on wages would be substantial. The pattern generally established in the industry is that the A stations pay higher rates for the same work on the assumption that the larger stations require a higher degree of skill and talent. The Panel can see no basis on which it can recommend a provision which would have the opposite effect.

The precedent established with the A stations does not appear to the Panel to be conclusive, first because the A stations are permitted 12 15-minute announcements before program fees become operative, second because the arrangement has in fact produced no supplementary revenue for the announcements on A stations. Had the union's request been exactly the same in this instance the demand of the union might appear valid on the basis of principle but it must be recognized that the B stations carry many more commercial announcements than do the A stations and that it would be very difficult to develop a formula on this point that would be acceptable to both parties.

The panel expressed the opinion that the Board would probably be unwilling to set up any schedule of program fees in view of the decision in the WMAL case in which the Board reversed the recommendation of the hearing officer and denied the request for pay-within-pay. Even if the parties could reach some agreement for a schedule of fees departing from the established form of compensation, the panel observed, the Board "would find it necessary to scrutinize the effects of the agreement in terms of the Stabilization Order and would limit increased earnings to those permitted under the order."

In recommending that the request for supplementary program fees be denied, the panel stated that the facts in the case "do not support the claim of gross inequality as between announcers in the A and B stations". In recommending a 15% increase in rates, as against a 10% increase plus supplementary fees requested by AFRA, it declared that such an increase would be proper under the wage stabilization order inasmuch as pay raises granted the announcers since the war were the culmination of negotiations which had been going on for several years.

In the WMAL case, the WLB denied AFRA's request for a schedule of fees for assigned commercial broadcasts but granted an increase of $50 a month in the base salary of staff announcers [BROADCASTING, Aug. 28]. A petition filed by the union for reconsideration of the decision was granted by the Board on Oct. 29 but no action has yet been taken.

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Overseas Xmas Show

WMCA New York, bringing holiday greetings for the second Christmas from New York, New Jersey and Connecticut servicemen stationed in far-off points of the world [BROADCASTING, Nov. 27], expanded this year's broadcast to cover a 20-hour period, one of the largest and most elaborate programs of its kind in radio history. Estimated overall costs, including line charges for overseas pick-ups, may run close to $20,000. With all commercial programs cancelled from noon to 7 a.m. the following day for a ten-hour broadcast and recorded repeat, Nathan Straus, WMCA president, last week expressed special thanks to advertisers for cooperating in relinquishing their time. All of the communications systems in this country, he said, as well as the BBC, Chinese News Service, and the Australian Broadcasting Co. gave unselfishly of their time to make the program possible.

WNOE Seeks Shift

PETITION was filed with the FCC last week by WNOE New Orleans for reinstatement of application requesting a construction permit to change frequency from 1450 kc to 1060 kc, increase of power from 250 w to 50,000 w and installation of a directional antenna for day and night use. KYW Philadelphia is now on the 1060 kc clear channel assignment.

Porter Heads FCC

(*Continued from page 13*)

nee, Chairman Wheeler said.

Moreover, minority members of the Committee are said to hold the view that the Craven vacancy properly should go to a Republican, although technically it can go to one of any political faith. With the Porter appointment, there are three Democrats, two Republicans and one Independent (Mr. Jett) on the Commission. The law specifies that not more than four members of the seven-man Commission shall be affiliated with the same political party.

The 40-year-old Kentuckian comes to the FCC helm with an extensive background as a newspaperman, lawyer and Government official [BROADCASTING, Nov. 20]. From 1937 until 1942 he was Washington counsel for CBS. After serving as deputy administrator of OPA in charge of rent control he became associate administrator of the War Food Administration in June 1943 and the following month became associate director of the Office of Economic Stabilization. Last March he became director of publicity for the Democratic National Committee and resigned that post to accept the FCC appointment. Since 1941 he has been a lecturer on administrative law at Catholic University.

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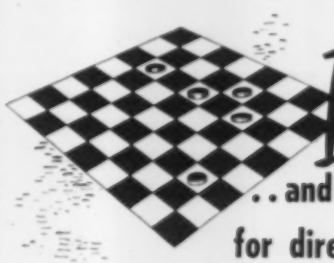
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BUY WAR BONDS

Actions of the FEDERAL COMMUNICATIONS COMMISSION

DECEMBER 16 TO DECEMBER 22 INCLUSIVE

Decisions . . .

DECEMBER 16

WSYR Syracuse—Granted motion requesting 60-day continuance hearing on application for CP new set 12-21-44; continued same to 2-21-45.

DECEMBER 19

960 kc-KROW Oakland, Cal.—Granted vol. assgn. license from Educational Broadcasting Corp. to KROW Inc. for $250,000 plus.

1240 kc-WGGA Gainesville, Ga.—Granted acquisition of control by sale of 20 sh (11.43%) outstanding capital stock by Austin F. Dean to Charles Smithgall for $5,375.

1170 kc NEW-New Haven Broadcasters, New Haven, Conn.—Granted petition in part to reinstate application for CP new standard station 1 kw D, and designated said application for hearing.

1270 kc-KGGU Mandan, N. D.—Granted vol. transfer control from J. K. Kennelly and T. G. C. Kennelly (joint owners), J. K. Kennelly and Palace Theatre Co., by transfer 146 2/3 sh (66 2/3%) capital stock to W. S. Russell, H. S. Russell, W. R. Russell, J. W. Lanterman, H. W. Lanterman, A. M. Femrite, W. H. Walton and F. M. Foster for $3,667.

1580 kc NEW-Texas Broadcasters, Houston, Tex.—Designated for hearing application for CP new standard station 1 kw D 500 w N unlimited.

WJZ New York—Adopted order denying petition for rehearing filed by WJZ, directed against 11-9-44 order of FCC granting KWBU special service authorization for 1030 kc 50 kw DA, during hours local sunrise to local sunset Corpus Christi. Also adopted order denying petition filed by WJZ requesting reconsideration of FCC 10-9-1944 order granting in part its motion for enlargement of issues in hearing on applications of KOB for mod. CP and for license to cover CP as mod. (Dockets 6584 and 6585).

1450 kc-WNOE New Orleans—Granted vol. assgn. license from WNOE Inc. to James A. Noe, no monetary consideration.

1450 kc-KNOE Munroe, La.—Granted vol. assgn. license from WNOE Inc. to James A. Noe, no monetary consideration.

1450 kc-WILM Wilmington, Del.—Granted transfer control from J. Hale Steinman and John F. Steinman, by sale 404 sh (66 2/3%) voting stock and 68 sh (66 2/3%) non-voting preferred stock to Alfred G. Hill for $125,000.

1400 kc-WAGF Dothan, Ala.—Granted mod. license change hours operation from D to unlimited.

790 kc-KECA Los Angeles—Granted license renewal on regular basis.

Earl C. Anthony Inc.—Adopted order dismissing application for renewal of license of KECA Los Angeles pending in Docket 6602.

WJZ New York, WENR Chicago, KGO San Francisco, KECA Los Angeles—Granted vol. assgn. license WJZ WENR KGO KECA and 4 associated relay stations from Blue Network Inc. to American Broadcasting Co., Inc., no monetary consideration.

1400 kc NEW-Granite District Radio Broadcasting Co., Salt Lake City—Granted extension of time to 1-13-45 within which to comply with procedural conditions attached to conditional grant for new standard station.

1600 kc NEW-Central Valley Radio, Lodi, Cal.; Valley Broadcasting Co., Pomona, Cal.—Designated for consolidated hearing application of Central Valley Radio for CP new standard station 250 w unlimited and application of Valley Broadcasting Co. for CP new standard station 500 w unlimited.

950 kc-WSPA Spartanburg, S. C.—Granted license renewal for regular period.

1380 kc-KTSM El Paso, Tex.—Granted license renewal for period ending not later than 11-1-47.

1390 kc-WCSC Charleston, S. C.—Same.

1190 kc-KEX Portland, Ore.—Granted further extension of license on temp. basis only pending determination of license renewal application, in no event later than 3-1-45.

620 kc-KGW Portland, Ore.—Same.

110 kc-WBT Charlotte, N. C.—Same.

1470 kc-KRBC Abilene, Tex.; San Jacinto Broadcasting Co., Houston, Tex.; KPLC Lake Charles, La.—Granted petition to reinstate application for CP change 1450 kc to 1470 kc, increase 250 w to 1 kw, make changes DA, and designated said application for consolidated hearing with application of San Jacinto Broadcasting Co. for CP new standard station 1 kw unlimited; and with application of KPLC to change assignment from 250 w unlimited time to 1490 kc to 1470 kc 1 kw unlimited, install new trans. and make changes in antenna.

Tentative Calendar . . .

DECEMBER 28
Consolidated Hearing

1230 kc NEW-Marietta Broadcasting Co., Marietta, Ga.—CP 1230 kc 250 w unlimited.

1230 kc NEW-Chattahoochee Broadcasters, Marietta, Ga.—1230 kc 250 w unlimited.

Other Party—WBLJ Dalton, Ga.

DECEMBER 29

1580 kc NEW-Harold H. Thoms, Durham, N. C.—CP 1 kw unlimited.

NEW-Evansville on the Air Inc., Glenwood, Ind.—Granted CP new developmental broadcast station 1 kw unlimited, special emission for FM on frequency to be assigned by FCC chief engineer.

NEW-Zenith Radio Corp., Chicago—Granted CP new experimental television station to operate with 4 kw (peak) visual; aural 4-6 kw, unlimited, frequency to be assigned by FCC chief engineer.

NEW-Intermountain Broadcasting Corp., Salt Lake City—Granted CP new experimental television station to operate with 400 w (peak) visual; 200 w aural, unlimited time, frequency to be assigned by FCC chief engineer.

1240 kc-WBAX Wilkes-Barre, Pa.—Set for further hearing applications of Wilkes-Barre Broadcasting Corp. (Docket 6135); Central Broadcasting Corp. (Docket 6169); Northeastern Pennsylvania Broadcasters Inc. (Docket 6170) and Key Broadcasters Inc. (Docket 6171) for CPs new standard stations at Wilkes-Barre, to be consolidated with hearing on application of John E. Stenger Jr. for regular license for WBAX.

1400 kc NEW-Charles P. Blackley, Staunton, Va.—Granted CP new standard station 250 w unlimited; conditions.

1240 kc-WCHV Charlottesville, Va.—Granted mod. license operate on 1240 kc with 250 w unlimited time; conditions.

1230 kc-WFVA Fredericksburg, Va.—Granted mod. license operate on 1230 kc with 250 w unlimited time; conditions.

1450 kc NEW-Thomas G. Tinsley Jr., Richmond, Va.—Granted CP new standard station 250 w ST-WBBL Richmond; conditions.

1450 kc-WBBL Richmond, Va.—Granted operation on 1450 kc with 250 w during specified hours: Sunday 11 a. m. to 12:15 p.m. and 8-9 p.m. only; conditions.

1240 kc NEW-Southside Virginia Broadcasting Corp., Petersburg, Va.—Granted CP new standard station 250 w unlimited; conditions.

DECEMBER 20

WFBM Indianapolis—Granted petition insofar as it requested leave to intervene in hearing on application of Courier Broadcasting Service for new station Birmingham, Ala. (consolidated with Magic City Broadcasting Co. (Docket 6679), Patterson Broadcasting Service (Docket 6680); Thomas N. Beach (Docket 6681); dismissed petition insofar as it requested enlargement of issues to be determined in hearing on Courier Broadcasting Service.

Ronald B. Woodyard, Utica, N. Y.—Granted petition for leave to amend application for CP, so as to specify new and different trans.; application as amended retained on hearing docket.

Utica Observer-Dispatch Inc., Utica, N. Y.—Granted petition for leave to intervene in consolidated hearings on applications of Utica Broadcasting Co. and Ronald B. Woodyard for CPs.

WGTM Wilson, N. C.—Granted motion for continuance hearing new set 1-8-45, re mod. license, and Durham Broadcasting Co. for new station Durham, N. C.; hearing continued to 3-8-45.

Applications . . .

DECEMBER 18

1550 kc-WSOC Charlotte, N. C.—CP change 1240 kc to 1550 kc.

1550 kc-WSOC Charlotte, N. C.—CP change 1240 kc to 1550 kc, increase 250 w to 10 kw, install new trans. and DA-N. and change trans. site.

1240 kc NEW-Teche Broadcasting Co., New Iberia, La.—CP new standard station 250 w unlimited.

47,700 kc NEW-Josh L. Horne, Rocky Mount, N. C.—CP new FM station, 7,250 sq. mi., $35,300 estimated cost.

1240 kc-WSAP Portsmouth, Va.—CP change 1490 kc to 1240 kc (Petition to reinstate).

49,700 kc NEW-WFAM Inc., Lafayette, Ind.—CP new FM station, $12,860 estimated cost.

1000 kc NEW-Taylor Radio & Television Corp., San Diego—CP new standard station 250 w unlimited (Dismissed at request of attorney).

DECEMBER 19

1450 kc NEW-Mitchell G. Meyers, Ruben E. Aronheim & Milton H. Meyers, Brocton, Mass.—Cp new standard station 250 w unlimited.

Channel 3 NEW-WITH Baltimore—CP new commercial television station.

48,100 kc NEW-WMC Memphis—CP new FM station, 19,640 sq. mi., $117,500 estimated cost.

NEW-National Broadcasting Co. near Dixon, Cal.—License to cover CP new international broadcast station (KNBC).

NEW-National Broadcasting Co., near Dixon, Cal.—License to cover CP new international broadcast station (KNBA).

DECEMBER 20

1450 kc NEW-Standard Life Broadcasting Co., Meridian, Miss.—CP new standard station 250 w unlimited.

47,500 kc NEW-Georgia School of Technology, Atlanta, Ga.—CP new developmental broadcast station 1 kw and special emission for FM.

1060 kc-WNOE New Orleans—CP change 1450 kc to 1060 kc, increase 250 w to 50 kw, install new trans. and DA-DN and move trans. (petition to reinstate).

1400 kc NEW-Dorman Schaeffer, Klamath Falls, Ore.—CP new standard station 250 w unlimited, amended re change type trans. (petition for reinstatement dismissed-lack of prosecution).

People's Radio Stock

PLANS were completed last week for issuance of stock by the People's Radio Foundation, recently incorporated in New York State to operate a community FM station under the support and control of labor and other progressive groups [BROADCASTING, Dec. 11]. Formal license application will be filed with the FCC as soon as from $25,000 to $30,000 worth of shares have been sold. Formal approval for the stock has not been received yet from the Securities & Exchange Commission. Members of the foundation's temporary executive committee include Joseph Brodsky, attorney and legal representative; Rockwell Kent, artist and general president, International Workers Order; and Samuel Novick, president, Electronic Corp. of America; Leverett Gleason, editor, *Reader's Scope*; and A. A. Heller, president, Jefferson School of Social Science.

Network Accounts

All time Eastern Wartime unless indicated

New Business

WASHINGTON COOPERATIVE Egg & Poultry Assn., Seattle (Lynden poultry), on Dec. 13 started *Collins Calling* on 13 NBC Pacific stations, Sun. 10:15-10:30 p.m. (PWT). Agency: Pacific National Adv., Seattle.

BRISTOL-MYERS Co. of Canada, Montreal (Ipana toothpaste and Sal Hepatica), on Jan. 2 start *Allan Young's Show* on 24 CBC Dominion network stations, Tues. 8:30-9 p.m. Agency: Ronalds Adv. Agency, Montreal.

Renewal Accounts

CELANESE Corp. of America (Celanese products) on Jan. 3 renews *Great Moments in Music* on 136 CBS stations, Wed. 10-10:30 p.m. Agency: Young & Rubicam, N. Y.

LEVER BROS., Cambridge (Lifebuoy Soap), on Jan. 4 for 52 weeks renews *Bob Burns Show* on 78 NBC stations, Thurs. 7:30-8 p.m. (repeat: 9:30 p.m.). Agency: Ruthrauff & Ryan, N. Y.

CURTISS CANDY Co., Chicago (candy), on Dec. 30 renews *Warren Sweeney-News* on 138 CBS stations, Sat. & Sun. 11-11:05 a.m. Agency: C. L. Miller Co., Chicago.

INTERNATIONAL SILVER Co., Meriden, Conn. (Sterling & Silverplate) on Jan. 7 renews *Adventures of Ozzie & Harriet* on 142 CBS stations and 21 CBC stations, Sun. 6-6:30 p.m. Agency: Young & Rubicam, N. Y.

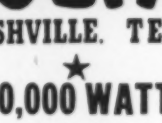
WM. WRIGLEY Jr. Co., Chicago (gum), on Dec. 28 for 52 weeks renews *The First Line* on 140 CBS stations, Thurs. 10-10:30 p.m. Agency: Arthur Meyerhoff & Co., Chicago.

CITIES SERVICE Co., New York (gas & oil), on Jan. 26 for 52 weeks renews *Highways in Melody* on 69 NBC stations, Fri. 8-8:30 p.m. Agency: Foote, Cone & Belding, N. Y.

SINCLAIR REFINING Co., New York (oil, gasoline), on Jan. 2 renews period for 52 weeks on 148 MBS stations, Tues., Thurs. and Sat. 8-8:15 p.m. replacing Arthur Hale's *Confidentially Yours* on 118 Midwestern and Southern stations with Frank Singiser's *Sinclair Headliner*, and continuing *Headliner* on 30 Eastern MBS stations. Agency: Hixson-O'Donnel Adv. Inc., N. Y.

STANDARD BRANDS, New York (Yeast) for 52 weeks has renewed *One Man's Family* on 122 NBC stations, Sun. 8:30-9 p.m. Agency: Kenyon & Eckhardt, N. Y.

MUTUAL BENEFIT Health & Accident Assn., Omaha, on Jan. 12 for 52 weeks renews *Freedom of Opportunity*, Fri. 8:30-9 p.m. at the same time adding 35 MBS stations, making a total of 214 MBS stations. Agency: Arthur Meyerhoff & Co., Chicago.

Down South It's
WLAC
NASHVILLE, TENN.
★
50,000 WATTS

THE INDUSTRIAL GATEWAY TO THE RICH TENNESSEE VALLEY
★
NATIONAL REPRESENTATIVES
PAUL H. RAYMER

in the CONTROL ROOM

MAX E. MARKELL, at one time engineer at WHN and WNEW New York and WHOM Jersey City, and later engineer on radio receiver design for Interstate Broadcasting Co., New York, has joined RCA as specialist on industrial tube applications in the equipment tube section at the company's Harrison, N. J. plant. For the past four years, Mr. Markell has serviced as chief of the vacuum tube section of the U. S. Signal Corps at Camp Evans.

DR. DONALD B. SINCLAIR, member of the engineering staff of General Radio Co., Cambridge, Mass. since 1936, has been named assistant chief engineer in charge of circuit development.

BILL SLATER, after nine months overseas with the OWI, has returned to the control room staff of WGAR Cleveland.

DALE GORDON, released from the Navy, has joined the KPO San Francisco engineering department as an apprentice engineer.

RODNEY HAWKINS, KPO San Francisco apprentice engineer, is the father of a boy.

ROBERT DEHART, CBS general short-wave engineer, having completed West Coast assignment, has returned to his New York headquarters.

SEYMOUR F. JOHNSON, engineer of KFI Los Angeles assigned to government research for the armed forces, has been appointed station FM and television facilities engineer. Returning from radiation laboratory of Massachusetts Institute of Technology in mid-December, his appointment follows recent ground-breaking ceremonies for KFI Mt. Wilson, Cal. television and FM transmitters.

W. G. RICHARDSON has been appointed transmission and development engineer of Canadian Broadcasting Corp. He has been with the CBS since its start in 1936 and succeeds **K. A. MacKINNON** who resigned to enter consulting practice.

VICTOR J. ROWE, operator of CBK Watrous, Sask., has been transferred to the new Canadian Broadcasting Corp. shortwave station at Saskville, N. B.

JACK SMITH, formerly of Vancouver, has joined the operating staff of CBK Watrous, Sask.

CHARLES FRITZ, engineer on WPEN Philadelphia, and **LYDIA WORTHINGTON** of Philadelphia were married Dec. 16.

ROBERT L. BLAGG has been transferred from the announcing staff to the engineering department of WAJR Morgantown, W. Va.

CHARMS ASSUMES WCAP OWNERSHIP

FORMAL transfer of controlling interest in WCAP Asbury Park, 500 w outlet on 1310 kc, to its new owner, Charms Candy Co., Bloomfield and Asbury Park, took place Friday, Dec. 15. Mrs. Georgia A. Burley, mother of the late Thomas Burley, appeared at a meeting of the out-going board of directors to turn over from the Thomas Burley Estate 21 shares of stock, representing 55.3% of the total stock, for $39,758. Having acquired 11 additional shares from minority stockholders [BROADCASTING, June 26] the company now holds 32 of the 38 shares, Mr. and Mrs. Nicholl Liebsman, owning the remaining six shares.

Walter W. Reid Jr., president, Charms Candy Co., was elected president of the board at a reorganization meeting the same day; his son, Walter W. Reid 3d, Charms advertising manager, secretary. Morris Scheck, vice-president, Scheck Adv. Agency, Newark, which handles the Charms account, was named vice-president and general manager, and Vera N. Scholes, station manager. Miss Scholes has been acting general manager, and was formerly assistant treasurer. Ross Cameron, vice-president, Charms Candy Co., was elected treasurer and Richard W. Stout, attorney who handled the transaction for Charms, was elected to the board of directors. Spot Sales has been named national representative.

New owner plans to move station and studio to the top floor of the Electric Bldg., owned by Tasty-yeast Candy Co., a Charms subsidiary, as soon as the present tenant's lease expires. Expanded facilities, including two studio audience rooms and newsroom will be installed.

MBS SALES UP 50%; TOTAL 20 MILLION

IN A YEAREND review which omitted any reference to the recent change in its presidency, Mutual last week reported that sales for 1944 topped $20,000,000, up more than 50% over 1943; that 50 new affiliates were added during the year, bringing the Mutual total to 245, of which 146 are in one-station markets.

Mutual pointed with pride to its broadcasts of the Detroit Symphony orchestra, to be expanded from 30 minutes to a full hour weekly in January; renewal of the Cleveland symphony series; *Let's Face the Issue* forum; its dominance in dance band broadcasts, and to the acquisition of Phillips Carlin as vice-president in charge of programs.

Report also cited the centralized news operation established this year under direction of John Whitmore and establishment of a news bureau in San Francisco. Exclusive World Series broadcasts highlighted the network's sports reporting, which covered 74 major events in 1944.

CBS Poster Award

FIRST prize, consisting of a War Bond, in the fall campaign of WISN Milwaukee was won by Cioline Radke for her poster. The contest was a tie-in with the CBS national "Complete the Drawing Contest". Posters were based on caricatures of CBS talent. Miss Radke and other winners received their prizes on a radio program broadcast on WISN.

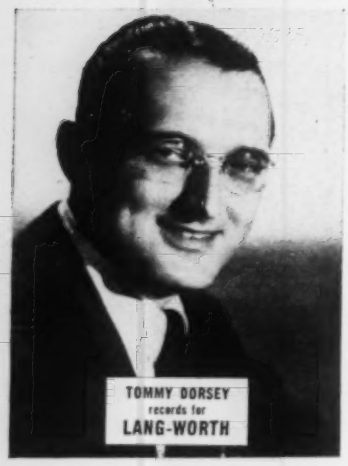
ALL PUCKERED UP FOR PERSIMMON (Ky.)?

Then unpucker, brother! Persimmon isn't rich in business plums. That kind of fruit doesn't grow in open country, here in Kentucky. But it does grow in the *Louisville Trading Area*, where WAVE takes its NBC broadcasts into homes which have more than half of the State's total buying power. This market's no Persimmon—it's a peach!

LOUISVILLE'S WAVE
5000 WATTS . . . 970 K.C. . . . N.B.C.
FREE & PETERS, INC.
National Representatives

It's a Habit in Baltimore

WCBM
BALTIMORE'S LISTENING HABIT
The Blue Network Station
JOHN ELMER, President
GEO. H. ROEDER, Gen. Manager
FREE & PETERS, Inc.
Exclusive National Representatives



FOUR TOP MARKETS!

Central Kentucky
WLAP Lexington, Ky.

Amarillo
KFDA Amarillo, Tex.

The Tri-State
WCMI Ashland, Ky.
Huntington, W. Va.

Knoxville
WBIR Knoxville, Tenn.

All four stations owned and operated by Gilmore N. Nunn and J. Lindsay Nunn
Represented by The John E. Pearson Co.

WING

Basic Blue WING is DAYTON'S No. 1 Choice of Merchants Using Radio

Dayton, Ohio
WEED & CO National Representatives

have you made your blood bank deposit today?

Disc Showdown

(*Continued From Page 18*)

not fight this issue the results can only be additional and more unreasonable demands.

From a 250 w NBC affiliate: We firmly believe NAB should take stand on this issue. Petrillo's constant definance of Government orders must be checked if these rules are to mean anything. It is time for not only the radio industry but for every democratic thinking person to speak and act.

From a 100 w NBC affiliate: We urge you to take a firm stand supporting NLRB. We will stand behind you 100%.

From a 50 w Blue affiliate: If Petrillo wins in this fight we might as well give him the radio industry. For once, let's fight through to the finish, avoiding any kind of compromise.

From a 250 w Blue affiliate: The radio industry is not made up of mice. Radio cannot observe an honest 25th anniversary in 1945 while bowing before little Caesar. We cannot pledge our listeners broadcasting that will continue to give vigorous expression to the American principles that made communications possible unless we stand pat on this vital issue.

From a 250 w Blue affiliate: The present situation is intolerable and should be brought to a head once and for all. Am quite willing to get along with little or no music for the next two years and wait for a rival musicians' union to come into being. The industry should take a definite stand now against any and all such criminal racketeering practices. We urge and expect you to take a firm stand upholding NLRB.

From a 5 kw Mutual affiliate: NAB has another big chance to demonstrate industry leadership by calling upon broadcasters and networks to accept Petrillo's challenge and fight issue to a finish.

From a 250 w Mutual affiliate: This must be Petrillo's stopping point. The radio industry must not fail on this one.

From a 250 w Mutual affiliate: Having a showdown now will be much less costly than later. It may not even be possible later.

Small Stations Threatened

From a 100 w Mutual affiliate: Small stations especially interested since our very existence might be threatened if saddled with high-salaried platter turners. Industry should stand firmly behind NLRB decision.

From an owner of a group of regional stations: I have seen the gradual encroachment of parasitical interests until we now face one of the greatest dangers of all, namely Petrillo. A united front is essential.

From a nonaffiliate: If he gets by this time, additional burdens will be brought out. We urge NAB to fight this issue.

Approval of the position taken by BROADCASTING in its Dec. 18 issue, in an editorial entitled "Stand Up and Fight: II", urging the networks to call Petrillo's bluff, gave further evidence of the industry attitude. One midwest station owner who wired Mr. Ryan that "every broadcaster, NAB and networks should stand up and be counted under NAB leadership for showdown with Petrillo" wrote BROADCASTING he was unable to foresee "where this thing is going to stop when the networks keep knuckling to Petrillo."

Declaring the industry has never been in a better position to fight on an "all-out basis", the broadcaster suggested that "someone should call on all networks to take a firm and undivided stand".

Conley Is Named Manager of KEX

APPOINTMENT of J. B. Conley, manager of Westinghouse stations WOWO and WGL Fort Wayne, as general manager of KEX Portland, operation of which will be taken over by Westinghouse Dec. 28, was announced last week by Lee B. Wailes, general manager of Westinghouse Radio Stations Inc.

Mr. Conley

Mr. Conley, a veteran in the Westinghouse organization, and office manager and auditor of the Fort Wayne stations prior to his promotion to manager in October 1940, will arrive in Portland about Jan. 1 to assume his new duties. Mr. Conley, a Pennsylvanian, joined Westinghouse in 1925 beginning in the accounting department. He was a sergeant of a machine-gun company in France during the last war.

Confidence in the Industry

Simultaneously, Mr. Wailes announced appointment of Paul E. Mills, salesmanager of the Fort Wayne stations, as Mr. Conley's successor. Mr. Mills had been with the station for 11 years, and was elevated from the sales staff to salesmanager three years ago. A native of Fort Wayne, he is 36.

Referring to the acquisition of KEX by Westinghouse, Mr. Wailes said, "Purchase of KEX for $400,000 demonstrated again the confidence of the Westinghouse Co. in the business and industry of the Pacific Northwest and particularly of the important Portland area. It follows by only a few months the investment of approximately $100,000 by our company's manufacturing and repair department for new Portland quarters and facilities.

"Plans are under way for improvements and expansions of KEX, and we hope to so program and operate the station that it will render an even greater service to the Portland area."

An affiliate of the Blue operating on 1190 kc with 5,000 w power, KEX was purchased from the *Oregonian*, also owner and operator of KGW. Its transfer to Westinghouse was approved by the FCC on Nov. 28. At the same time the Commission approved sale by Westinghouse of WGL Fort Wayne to the Farnsworth Television and Radio Corp., for $235,000. The sale of both stations complies with the recent FCC order limiting ownership by a single operator to one standard station in a community.

Administrative office of KEX will be located at 815 S. W. Yamhill St., Mr. Wailes announced. Headquartering there will be the general management, sales, auditing, traffic, continuity and program management activities. "Because of the wartime shortages, KEX will continue to use the present studios and facilities which are shared with stations KGW and KWJJ at 1011 S. W. Sixth Ave. until such time as we can completely operate in a new and yet to be chosen location."

Under Westinghouse ownership, KEX "will keep pace with the rapidly developing and expanding radio broadcasting industry," Mr. Wailes reported. Plans call for FM, and, eventually, television.

AFM's KSTP PLEA REFUSED BY BOARD

BREAKING its precedent of issuing no decisions while a strike is in progress, the Sixth Regional War Labor Board last Thursday denied the demands of the AFM for a minimum quota of musicians and for make-work employment of platter turners at the Minneapolis studios of KSTP. Musicians at the studios have been on strike for about five months, having refused a previous order to return to work.

The Board denied the request that a minimum of eight staff musicians and that three record turners and one librarian be employed. It set up a wage schedule, retroactive to March 15, 1944, as follows: $34.56 for a work week of 13 hours, $40.42 for 16 hours and $46.40 for 20 hours. The union had demanded a wage of $52.50 for a 22-hour work week.

The Board's decision upheld the recommendation of the panel [BROADCASTING, Nov. 13], which had been held up under WLB procedure when the musicians resumed their strike after originally complying with a Board order to return to work. Members of the Regional Board are Philip Marshall and Dale Yoder (public), J. B. Beardslee and W. H. Hartz (industry), and Samuel C. Evett and Stanley T. Joers (labor). Labor members did not vote on the decision.

WBAX Consolidated

A NEW climax in the much-litigated WBAX Wilkes-Barre, Pa., case was reached last week when the FCC designated for further hearing—to be consolidated with a hearing on the application of John H. Stenger Jr., licensee of WBAX for regular license—four other applications. They include those of Wilkes-Barre Broadcasting Corp., Central Broadcasting Co., Northeastern Pennsylvania Broadcasters and Key Broadcasters, all seeking facilities in Wilkes-Barre. Decision in the WBAX case has been hanging fire a half-dozen years, station meantime operating on temporary license.

Pierce Honored

TRIBUTE was paid to Robert Morris Pierce, chief engineer for WGAR Cleveland, for his exploits while serving with the OWI in Europe and Africa in a statement inserted in the *Congressional Record* last week by Sen. Burton (R-Ohio).

YOU CAN ALMOST see the canary feathers on the chops of the Blue Network officials in this most candid of candid contract pictures. Gardner (Mike) Cowles Jr., president of Cowles Broadcasting Co., signs contracts affiliating three of his company's station—WNAX Yankton, KRNT Des Moines and WCOP Boston—with the Blue. Signing for the network is Chester J. LaRoche, vice-chairman. Standing are Keith Kiggins, vice-president for station relations, and Mark Woods, president.

FCC Approves Blue's Change To American Broadcasting Co.

THE LAST formal obstacle in the way of a change in the name of Blue Network to American Broadcasting Co. appeared to have been cleared last week with the approval by the FCC of the voluntary assignment of licenses of the Blue Network owned stations and associated relays to American Broadcasting Co., heretofore the holding company.

Blue officials reported no immediate plans for adopting the new corporate name in identifying the network, but said that such a change would be made in the future if it could be done without losing the goodwill benefit built over the years by use of the Blue. No such change will be made, however, it was said, until affiliated stations are consulted for their approval.

The process of change could be gradual through use of both the Blue and American Network names. American Broadcasting Co. is the holding company established by Edward J. Noble, Blue chairman, which acquired the Blue from RCA in October 1943 for $8,000,000 cash. All of the stock of Blue is held by American. Mr. Noble holds approximately 70% of American, with Chester J. LaRoche, chairman of Blue's executive committee, and Time Inc. holding 12½% apiece. Mark Woods, Blue president, and Edgar Kobak, former executive vice-president of Blue and now president of Mutual, also acquired small interests in American.

The FCC granted consent for voluntary assignment of the licenses of WJZ New York, WENR Chicago, KGO San Francisco, and KECA Los Angeles from Blue to American. There was no monetary consideration involved.

NBC CHANGES TIME RENEWAL CONTRACT

NBC advertisers whose contracts contain automatic renewal provisions have been notified by the network that those provisions are being dropped and all contracts will henceforth comply with the standard provisions of a 52-week maximum. The advertisers may request an extension by notifying the network 30 days before the contract's termination. The 20 or so advertisers affected by the change have been given the usual 52-week notice.

The practice arose about four years ago when one advertiser asked why he had to keep renewing all the time and if his contract couldn't run until he ordered it stopped. Other clients followed this example, but it has never become a general practice. The move is in line with trend of station and network operators to recapture some of the program control that is now largely held by advertisers and agencies, in the commercial program field, at least.

WJZ IS REFUSED TWO REHEARINGS

PETITIONS of the Blue Network Co. on behalf of its key station, WJZ New York, for rehearing in a special authorization grant to KWBU Corpus Christi, Tex., and for reconsideration by the FCC of its order in connection with a special authorization to KOB Albuquerque were denied last week by the Commission.

On Nov. 9 the FCC granted special authorization to KWBU to operate days on 1030 kc with 50 w power for six months, using directional antenna. WJZ asked for a rehearing, contending that KWBU has plans for fulltime operation on the 1030 kc channel.

KOB, regularly assigned to the 1030 kc channel, has been operating under special authorization on 770 kc, the WJZ frequency. Previously KOB had operated under special authorization on 1180 kc. On Oct. 9 the Commission granted in part a motion of WJZ for enlargement of issues in the hearing on applications of KOB for modification of construction permit, for a license to cover construction permit as modified, and authority to determine operating power by direct measurement.

WJZ contended that if the KWBU grant is permitted to stand and KWBU eventually goes fulltime on 1030 kc, then KOB could not return to its regularly-assigned frequency of 1030 kc and would remain on 770 with WJZ. Last week's action was the second time within a fortnight that the FCC had denied Blue Network petitions involving the KOB case. The network previously had been denied permission to consolidate its hearings to change frequency of KECA Los Angeles from 790 kc to 770 kc, with that of KOB for modification of its construction permit [BROADCASTING, Dec. 18].

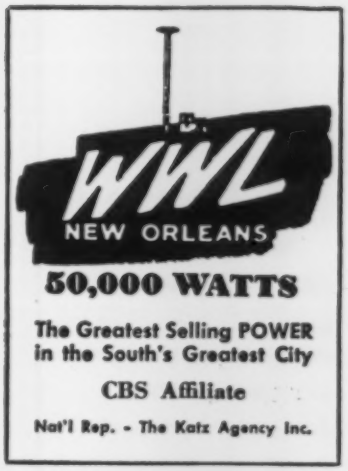
Several Features Added To West Coast Hooper

C. E. HOOPER Inc., New York, effective with the current report, incorporates new features in the "Pacific" network Hooper ratings and effects several changes in coverage and sample size for this service. The Hooper ratings sample 3-10 p.m. is increased by 16⅔%, and the 8 a.m. to 3 p.m. sample increased 10%. Spokane has been added to the list of four network cities (Los Angeles, San Francisco-Oakland, Portland and Seattle) covered and distribution of the sample has been adjusted to approximate the distribution of population of these cities.

Report now indicates plus or minus change over the last report for sets-in-use, Hooper rating, share of audience and for each time period not occupied by sponsored network program.

Seek Meridian CP

LICENSEE of WSLI Jackson, Miss., Standard Life Broadcasting Co., last week filed with the FCC an application requesting assignment of 250 w and unlimited time on 1450 kc for a proposed new standard local outlet at Meridian, Miss.



WDRC
HARTFORD 4 CONNECTICUT
WDRC-FM
THE BEST WISH WE CAN BROADCAST
We join you in wishing our boys in the service a Merry Christmas — Happy New Year — and speedy, victorious return.
CBS

Friendly, Persuasive personalities, plus entertainment and service geared to this six-state area GET RESULTS!
WIBW The Voice of Kansas in TOPEKA

Four Standard, Three FM, Television Outlets Sought in New Applications

TEN NEW applications were filed with the FCC last week requesting facilities for four standard outlets, a television station, three FM outlets and other miscellaneous services.

Licensee of WSLI Jackson, Miss., Standard Life Broadcasting Co., has applied for new standard facilities of 250 w unlimited time on 1450 kc for a proposed outlet at Meridian, Miss.

Mitchell G. Meyers, Ruben E. Aronheim and Milton H. Meyers, owners of WEIM Fitchburg, Mass., are applicants for a new standard local station for Brocton, Mass., on 1450 kc with power of 250 w and unlimited hours.

Louisiana Petition

Frequency of 1240 kc is sought for a new local outlet at New Iberia, La. by Teche Broadcasting Co., partnership composed of Frederic LeMieux (66%), manager and program director of KVOP, new local outlet at Plainview, Tex., and his mother, Edna Capo LeMieux (34%). Power of 250 w and unlimited time are requested. Mr. LeMieux during the past five years has been affiliated with WJHO Opelika, Ala.; WAML Laurel, Miss.; WSMB New Orleans; WDSU New Orleans, and WGCM Gulfport, Miss. as announcer and engineer.

Fifth application for a new standard station in Peoria, Ill., filed by Mid-State Broadcasting Co., seeks 1,000 w unlimited time on 1560 kc. President and 28% owner of the new company is William J. Kutsch, radio director and advertising manager of Swift's Premium Ham & Bacon Division, Chicago. William A. Kutsch, vice-president and 24% owner, is general supervisor of A. S. Staley Mfg. Co., corn products firm. Remaining interest is divided among a number of other businessmen.

Channel 3 commercial television facilities are requested by Maryland Broadcasting Co., licensee of WITH Baltimore.

Josh L. Horne, publisher of the *Rocky Mount* (N. C.) *Evening Telegram* and *Weekly News*, has filed application for a new FM station on 47,700 kc with 7,250 sq. mi. coverage. Estimated cost is $35,300.

WFAM Inc., Lafayette, Ind., owned by the same interests which operate WASK Lafayette, requests FM assignment of 49,700 kc. Approximate cost is $12,860.

Memphis Pub. Co., licensee of WMC Memphis, has filed for 48,100 kc and 19,640 sq. mi. coverage for its proposed FM outlet to cost an estimated $117,500.

Shift of assignment from 1240 kc to 1550 kc is asked in an application filed by WSOC Charlotte, N. C. which also requests increase of power from 250 w to 10,000 w, using a directional antenna at night.

A new developmental broadcast station on 47,500 kc is requested by Georgia School of Technology, Atlanta, Ga., to use power of 1,000 w with special emission for FM. Georgia Tech is licensee of the Atlanta standard outlet WGST.

TROPICAL TIME at the Army Expeditionary Station on Guadalcanal is tapped out on the cocoanut time signal rigged up by Pvt. Richard N. Sinclair, formerly of KSL Salt Lake City. He is an announcer with the station, a Mosquito Network outlet of the Armed Forces Radio Service.

Control Transfer Granted to Four

Two Grants Involve Change From Corporate Ownership

CONSENT to transfer of control of four stations was granted by the FCC last week with two of the shifts involving changes from corporate form to direct individual ownership and having no monetary consideration. Stations are: WGGA Gainesville, Ga.; KGCU Mandan, N. D.; WNOE New Orleans and KNOE Munroe, La.

Charles Smithgall, president, treasurer and 40% owner of Blue Ridge Broadcasting Co., licensee of WGGA, was granted acquisition of control through purchase of 20 shares (11.43%) capital stock for $5,375 from Austin F. Dean, former president now in the Navy who is unable to devote time to his interests in the station.

Mandan Grant

Consent to voluntary transfer of control of Mandan Radio Assn., licensee of KGCU, was granted from J. K. Kennelly and T. G. C. Kennelly (joint owners), J. K. Kennelly and Palace Theatre Co. through transfer of 146 2/3 shares (66 2/3%) capital stock for $3,667 to W. S. Russell, president and a group of businessmen. New owners are: W. S. Russell, H. S. Russell, W. R. Russell, H. W. Lanterman (each 27½ shares), A. M. Femrite, W. H. Walton and F. M. Foster (each 12 2/9 shares).

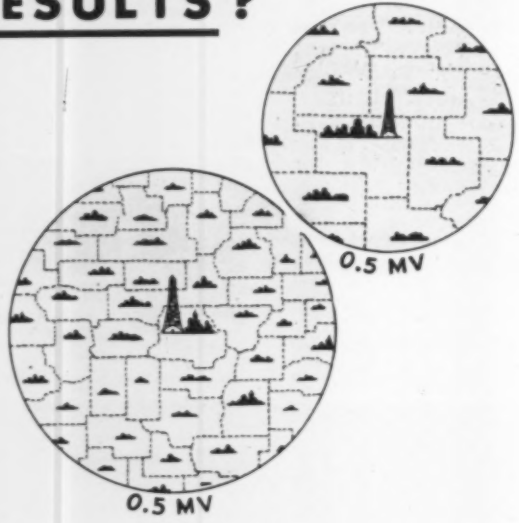
James A. Noe assumes direct ownership of WNOE and KNOE through grant by the Commission of transfer of control from the respective licensee corporations in which he held total interest.

Marines' Holiday Discs Are Sent to 30 States

MARINE Corps Public Relations, Radio Section, in special preparations for Christmas, sent out 116 shows to stations in 30 States, carrying holiday greetings from Marines in the Pacific. Recorded in the field on film, the messages were flown to Marine Corps Headquarters in Washington, processed and recorded on discs for distribution to local stations and the four networks. Most of the greetings were arranged so that groups of boys from the same locality were interviewed together.

USMC correspondents who made most of the holiday greeting recordings were: Sgt. Alvin M. Josephy, formerly of WOR New York; Sgt. Art King, of WEEI Boston and WHN New York; Sgt. Vince J. Lonergan, of Head of the Lakes Broadcasting Co., Duluth; Sgt. Edward C. Stodel, who had his own advertising agency in Los Angeles; Sgt. Richard E. Mawson, of WBAX Wilkes-Barre. Processing the recordings at Headquarters were: Sgt. Bill Franke, former radio editor of the *Washington Times-Herald;* Sgt. Keene Hepburn, technician for the recordings of the Saipan invasion, and Pvt. Pete Meisinger, of the radio and television section, Dept. of the Interior.

WHICH OFFERS GREATER RADIO RESULTS?



How can you judge a radio station's audience or effectiveness by the size of its territory or the population within its .5 MV contour?

Isn't it a question of how many people are *listening* to your particular program? A question of *competition?*

WDBJ at Roanoke is the ONLY station that satisfactorily covers Southwest Virginia. We get more results per dollar than many larger metropolitan stations. Let us *tell* you *about* it.

CBS • 5000 WATTS • 960 KC

Owned and Operated by the TIMES-WORLD CORPORATION

FREE & PETERS, Inc., Natl. Representatives

WDBJ ROANOKE VA.

Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Continuity-writer—Good paying, permanent position for capable continuity-writer, with 1000 watt midwest regional network station. Box 929, BROADCASTING.

Operator-announcer. First class radio-telephone license. Must be capable of news and commercial announcing. For regional NBC station in western city of 25,000. Good post-war future. Box 932, BROADCASTING.

Progressive daytime southern station needs chief engineer and announcer. The chief must be technically on his toes. The announcer? Just a good average man for newscasts and commercials. If you can double and handle both jobs, we'll up the ante. Send full information, transcription first letter. No drifters. Box 950, BROADCASTING.

Wanted—A good, dependable and capable announcer with at least two years experience in announcer-control operation. News, commercial and sustaining programs. If you want a good job with a solid Blue Network station in the east state full particulars in detailed letter. Write to Bbx 987, BROADCASTING.

Wanted—Licensed engineers for new midwest station going on air soon. Please submit full particulars in first letter. Write Box 991, BROADCASTING.

Efficient chief engineer, commercial manager and program director. Box 13, BROADCASTING.

Comptroller familiar with Remington Rand bookkeeping machine for local station setup. Box 14, BROADCASTING.

Wanted—Salesman for excellent opportunity in Rocky Mountain West. Excellent working conditions. Outstanding future. Box 15, BROADCASTING.

Radio station in middle west has opening for radio engineer. Must have either first, second or third class license. Write full qualifications and we will pay expenses for interview. Box 27, BROADCASTING.

Radio station in middlewest has opening for sales manager. Person may now be active in radio station sales' department but is looking for opportunity to expand. Must be qualified to completely supervise and sell local and national spot and network advertising. Fullest cooperation assured and expenses paid for interview. Please write full particulars and give as much detail as possible. Box 28, BROADCASTING.

HERE'S THE RIGHT SELLING JOB FOR THE RIGHT MAN. SALESMAN FOR A CBS AFFILIATE IN AN IDEALLY LIVABLE SOUTHWESTERN CITY OF HUNDRED THOUSAND POPULATION BUILT AROUND A GREAT UNIVERSITY. MAN MUST HAVE SOUTHERN BACKGROUND, ENOUGH AGE TO BE MATURE AND ENOUGH YOUTH TO WANT TO GROW WITH US. THE PLACE IS PERMANENT SO YOUR FIRST JOB IS TO SELL US. WRITE BOX 34, BROADCASTING.

Wanted—First class radio operator for old, established 5 kilowatt Florida broadcasting station. Excellent and permanent opportunity for experienced man. Advise age, draft status, background of experience, salary requirements. Box 38, BROADCASTING.

Wanted at KPFA, Helena, Montana, 250 watt, NBC affiliate; one announcer who can write commercial copy, handle sport shows and newscasts. Also, one straight announcer who can write copy. State experiences, references. Restricted permit not necessary, but bring additional salary.

OPERATORS

EARN $50 to $75 WEEKLY, established scale of increases, annual vacations, sick leave, good working conditions at metropolitan-non-IBEW station. Give qualifications and record of previous employment.

Box 23, BROADCASTING

Help Wanted (Cont'd)

Saleswoman wanted by 5 kilowatt network station in Florida's first market. Real opportunity for thoroughly competent saleswoman, experienced in handling city retail trade. Give age, experience and income requirements in first letter. Box 39, BROADCASTING.

Wanted—Two 1st class engineers. 3 announcers for North Carolina's newest station located Henderson, N. C., Henderson Radio Corp., Box 104, Henderson, N. C.

Wanted—First or second class operator—1 kw Blue station. Excellent opportunity. Pleasant working conditions. State salary. WTJS, Jackson, Tennessee.

Wanted—First or second class operator. Car necessary. Write FM station WBCA, 408 State Street, Schenectady 5, New York.

Immediate position available for combination man holding first class license telegraph. Telegraph collect station KFJI, Klamath Falls, Oregon.

Announcer, experienced only. 250 watt local with Mutual outlet. Capable of reading news, spinning platters and writing own continuity. Good position for the right man who can handle heavy commercial schedule. KDLR, Devils Lake, N. Dak.

Transmitter operator, radio telephone first required. NBC affiliate, 5,000 watts. Write complete details to Phil Hedrick, WSJS, Winston-Salem, N. C.

Situations Wanted

YOU CAN'T MISS WITH THIS MISS. ANNOUNCING AND SCRIPTWRITING THAT SELLS. VERSATILE RADIO EXPERIENCE WITH NBC BACKGROUND. WIRE BOX 974, BROADCASTING.

Broadcast engineer, administrative and network background. Now in Europe with United States government broadcasting station. Desires executive position either at home or abroad for postwar foreign or domestic projects. Box 20, BROADCASTING.

Situations Wanted (Cont'd)

Available. Third class operator and announcer. 25 years old. Draft exempt. Satisfactory service record. Experienced. Box 994, BROADCASTING.

Chief engineer kilowatt wants better position commensurate with ability. Three years college, electrical engineering, eight years experience. 50 kilowatt low and high frequency, directional, FM. Box 10, BROADCASTING.

Engineer—Now in supervisory position in 50 kw station desires position as chief of local or regional with plans for postwar expansion. 8 years experience, best of references. Box 11, BROADCASTING.

Announcer—Experienced, news, commercials, record shows, complete station routine. 4F. Available early January, audition immediately. New York City area only. Box 12, BROADCASTING.

Station manager—Now employed small station, desirous of enlarged opportunity. Successful record 16 years in advertising, last 10 in radio network, national sales and station experience. Able to originate and execute sound, practical, business-like ideas for sales, programming and public relations. Good education. Family man, 36. Stable. Accustomed substantial earnings. Box 16, BROADCASTING.

Program, production - director - announcer. Available middle of January. Thoroughly acquainted with all phases of broadcasting. Excellent radio voice. For past two years, program-production director of fast moving three network station in southwest. Will consider only excellent offers. Draft exempt. Wire Box 17, BROADCASTING.

Two announcers desire to return to California radio. Preferably southern area. Both have network experience, good voices, and personalities. Both 4F and neither crippled. Wire Box 18, BROADCASTING.

Smart local girl wants to make good with progressive Cincinnati agency. Good copy, promotion ideas, radio sense, experience. Potential time buyer. Doesn't smoke, your cigarettes are safe. Box 19, BROADCASTING.

Situations Wanted

Announcer, producer, MC, newscaster. Over ten years' experience in radio. 50 kw net affiliate experience as well as smaller stations. Have studied drama, speech, production, journalism, have produced, directed and acted in many shows on stage and air. 30, 4F, single, available on short notice. My next move must be my last. If definitely interested write Box 21, BROADCASTING, or wire Announcer, 1236 Pleasant St., S. E., Washington 20, D. C.

Experienced station manager. 41, desires connection with progressive station. Background includes network, regional and local station operations. Thoroughly experienced all phases of broadcasting. Box 29, BROADCASTING.

Announcer—Honorably discharged veteran. Go anywhere immediately. Good background. Consider any offer. Box 30, BROADCASTING.

Manager available immediately. Interested in executive position with station having prospects of post war development or with advertising agency as account executive in charge of radio. Age 41, married, one child. Active in radio 20 years, manager, 9 years, owned own station 1937 to 1941. Complete background and references on request. Box 37, BROADCASTING.

Producer-announcer. Excellent idea man. 15 years stage, radio, agency experience. 33, married, one child, 4F. Versatile ad lib MC. Box 41, BROADCASTING.

Wanted to Buy

Vertical raditor wanted. 250 feet or higher. Cash. Box 5, BROADCASTING.

Wanted to buy—Modulation and frequency monitors, turntables, speech input console. Prefer RCA equipment for 250 station. Box 984, BROADCASTING.

Inductance coils and high voltage capacitors, faradon or similar nature. Box 31, BROADCASTING.

Wanted to buy—Transmitter equipment. Advise what you have and lowest cash price. Box 35, BROADCASTING.

Recording equipment 12 or 16 inch dual speed turntables, feeding mechanisms or complete units Presto, Fairchild, Rek-O-Kut or similar. Lifetone Sound Recording Labs., 2013 Peoria Ave., Peoria, Ill.

Wanted—RCA, Gates or Western Electric console. Will pay cash. Henderson Radio Corp., Box 104, Henderson, N. C.

5 kw transmitter or component parts. Box 38, BROADCASTING.

For Sale

For sale—250 watt transmitter, FCC filing data, also frequency monitor. $3,000. Write Box 32, BROADCASTING.

Miscellaneous

Available 7:30 morning quarter Mon.-Sat. strip. UP news both ends. Also 9:30, MBS. 250 watts. Good buy. Box 24, BROADCASTING.

Will furnish equipment for radio station for interest. Box 26, BROADCASTING.

SERVICE DIRECTORY

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
Commercial Radio Equip. Co.
Kansas City, Mo.
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Custom-Built
Speech Input Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
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MORE RF KILOWATT HOURS PER DOLLAR WITH
F & O TRANSMITTING TUBES
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611 Baronne St., New Orleans 13, La.
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High Power Tube Specialists Exclusively

ADVERTISING AGENCIES
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FOR COMPLETE PRODUCTION AND RECORDING FACILITIES • • FRENCH AND ENGLISH
Write Us

Accurate Concise Dramatic
LYN PEL
and
"A Dispatch from Reuter's"
WKAT (BLUE) 4th YEAR

SOUND EFFECT RECORDS
GENNETT-SPEEDY-Q
Reduced Basic Library Offer Containing Over 200 Individual Sound Effects
Write For Details
CHARLES MICHELSON
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The **SCHOOL** *of*
RADIO TECHNIQUE
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8 Weeks' Evening Course
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Taught by Network Professionals, for Beginner & Advanced students, includes:
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Co-ed. Moderate rates. Inquire! Call or Write for Booklet B.
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R.K.O. BUILDING, RADIO CITY, N.Y.
CIRCLE 7-0193

Two Duopoly Sales Granted By FCC; Nine Cases Still Pend

Control of 20 Stations Shifted Under Rule Banning Multiple Ownership; KROW, WILM Latest

SALES of controlling interests in two more stations, made necessary under the FCC duopoly regulation (Sec. 3.35), were approved last week, leaving nine of 29 such cases still pending before the Commission.

Transfer of KROW Oakland, Cal. from Educational Broadcasting Corp. to KROW Inc. for $250,000 plus net quick assets and sale of controlling interest in WILM Wilmington by J. Hale Steinman and John F. Steinman to Alfred G. Hill, Chester, Pa., for $125,000 were given formal approval. Commissioners Paul A. Walker and C. J. Durr voted for a hearing in the WILM case.

Dumm Seeks KPAS Interest

With the KROW transfer, Wesley I. Dumm, principal stockholder in Educational Broadcasting Co., retains control of KSFO and the two international shortwave stations KWID and KWIX. New owners of KROW are Sheldon F. Sackett, Oregon publisher and owner of KOOS Coos Bay, Ore., 65% and Philip G. Lasky, vice-president and general manager of KROW the last five years, 35%.

Still pending before the Commission is an application by Mr. Dumm to acquire 25% interest in KPAS Pasadena, of which J. Frank Burke is principal stockholder. Mr. Burke also operates KFVD Los Angeles, and must divest himself of control of one station.

In the WILM transaction, the Steinman brothers sold 404 shares (66-2/3%) of the voting stock and 68 shares (66-2/3%) of the nonvoting preferred stock to Mr. Hill, editor, publisher and lessor of the *Chester Times*. Plans are to move WILM to Chester [BROADCASTING, July 31]. The Steinman brothers, who head the Mason Dixon Group, own WDEL Wilmington and five other stations.

Pending Cases

Duopoly cases still pending include:

WOV-WNEW New York. Application of Arde Bulova and Maj. Harry D. Henshel to sell control of WOV to Murray and Myer Mester for $300,000, pending following hearing.

WEEU-WRAW Reading, Pa. Application of Berks Broadcasting Co., licensee of WEEU, to transfer license to George J. Feinberg, Joseph M. Nassau and Milton J. Hinlein for $210,000 pending.

WBAP Fort Worth; WFAA Dallas; KGKO Fort Worth-Dallas. Petition asking finding that duopoly regulation is not applicable pending, following hearing.

WMPS-WMC Memphis. Application by Scripps-Howard Radio organization to sell WMPS to Plough Inc., Memphis pharmaceutical manufacturers, for approximately $350,000 pending.

KGA-KHQ Spokane. Application of Maj. Louis Wasmer, owner, to shift KGA from 1510 to 880 kc pending; negotiations for sale of one station reported under way but no filings.

KFVD Los Angeles; KPAS Pasadena. Application pending for acquisition of 25% of KPAS by Wesley I. Dumm, by which J. Franke Burke would divest himself of control.

KSOO-KELO Sioux Falls, S. D. Application requesting finding that duopoly regulation is not applicable pending.

KOMO-KJR Seattle. Application whereby Fisher's Blend Station would acquire KOMO and Birt F. Fisher (no relationship) would acquire KJR pending.

WEOA-WGBF Evansville, Ind. Application requesting finding that duopoly regulation is not applicable pending.

Stations Affected

Stations involved in the duopoly regulation and actions as approved by the FCC follow:

KGBX-KWTO Springfield, Mo. Exchange of interests whereby Springfield Newspapers Inc. acquired control of KGBX for $25,000 and Lester E. Cox, Ralph D. Foster, C. Arthur Johnson and L. M. Magruder purchased control of KWTO for $100,000; approved Feb. 29.

KOIL Omaha; KFOR Lincoln; KFAB Lincoln. The Sidles Co., State Journal Printing Co. and Star Printing Co. sold KOIL and KFOR to Charles T. and James Stuart (Stuart Investment Co.) for $350,000 ($250,000 for KOIL); Sidles and newspapers retaining KFAB; approved April 18.

WJJD Chicago; WIND Gary-Chicago. H. Leslie, Ralph L. and Ralph Louis Atlass sold WJJD to Marshall Field for $696,000; approved July 5.

KECA-KFI Los Angeles; Earle C. Anthony Inc. sold KECA to the Blue Network Co. for $800,000; approved July 18.

KSO-KRNT Des Moines. Iowa Broadcasting Co. (now Cowles Broadcasting Co.) sold KSO to Kingsley H. Murphy for $275,000; approved July 25.

KOIN-KALE Portland, Ore. Exchange of interests whereby Journal Publishing Co. controls KALE and C. W. Myers and Mrs. Josephine Hunt acquired KOIN; approved Aug. 22.

WSBC-WAIT-WGES Chicago. WSBC sold by Gene T. Dyer and associates to owners of Miller Adv. Agency, Chicago, for $100,000 (approved Aug. 22); exchange of interests whereby Gene T. Dyer family controls WAIT and Dr. John A. Dyer (brother) and associates control WGES; approved Dec. 12.

WOWO-WGL Fort Wayne. WGL sold by Westinghouse Radio Stations to Farnsworth Telev. & Radio Corp. for $235,000; approved Nov. 27.

WLW-WSAI Cincinnati. Crosley Corp. sold WSAI to Marshall Field for $550,000; approved Aug. 27.

KEX-KGW Portland, Ore. KEX sold by Oregonian Publishing Co. to Westinghouse Radio Stations for $400,000; approved Nov. 27.

WSAN-WCBA Allentown, Pa. Allentown Call Publishing Co. relinquished control of Lehigh Valley Broadcasting Co. through stock sales approximating $44,900; WCBA subsequently deleted, WSAN now fulltime; approved Feb. 29.

KLRA-KGHI Little Rock. Exchange of interests whereby KLRA was acquired by Gazette Publishing Co. for $275,000 and A. L. Chilton and wife, Leonore, retained KGHI; approved May 30.

KJBS-KQW San Francisco. Julius Brunton & Sons sold interests in KJBS to KJBS Broadcasters for $250,000, retaining KQW; approved Aug. 22.

WCLE-WHKC Cleveland. WCLE moved to Akron, changed frequency from 610 to 640 kc, increased power from 500 w to 1 kw, changed hours from daytime to limited; approved May 16.

KQV-WJAS Pittsburgh. KQV sold by Hugh J. Brennen to group of local businessmen, $575,000; approved Aug. 21.

WORD-WSPA Spartanburg, S. C. WORD sold by Spartanburg Adv. Co. to J. M. Bryan and Smith Davis for $58,500; approved Nov. 27.

WDBJ-WSLS Roanoke, Va. Junius P. Fishburn, owner of WDBJ, resigned as director of WSLS licensee corporation but retained 40% stock holdings; approved Nov. 27.

KIEV Glendale; KMTR Los Angeles. Held not affected by duopoly rules because of different management and control.

PROBLEMS SOLVED
New Video Type Amplifier Used at TBA Exhibit

THE MORE than 1,000 persons attending the banquet of the First Annual Television Broadcasters Assn. Conference in New York two weeks ago and watching entertainment from two video stations, WNBT and WABD, on 28 receivers in the banquet hall of the Commodore Hotel, probably did not realize that in providing for that entertainment's reception F. J. Bingley, chief television engineer of Philco Radio & Television Corp. and engineering chairman of the conference, had solved one of television's more troublesome problems—that of providing service to many receivers in a single building without covering the roof with a mass of antennas.

Two antennas were erected on the roof of the Commodore, one for WNBT and one for WABD. These fed to a new type of amplifier, designed and developed by Mr. Bingley and his staff, which in turn fed the signal to each of the sets. Whether they all received one station, or whether some received WABD and some WNBT, there were no evidences of interference or interaction. Cost of the equipment is said to be low enough to be easily amortized by charging tenants a nominal fee for the service.

Drawn for BROADCASTING by Sid Hix

"All Right, I'll Tell You What I Want for Christmas . . . But I Hope My Old Man's Listening!"

Blue Rearranges Evening Schedules

Ten Programs Shift to Allow More Balanced Schedule

MAJOR realignment of the Blue network's evening program schedule will be put into motion Jan. 1 and probably be completed by the middle of the month, it was announced last week by C. P. Jaeger, Blue general sales manager. As the schedule lined up last week, the shift will involve time changes for 10 commercial nighttime programs, retaining for the most part the same size network for each show.

Move is in line with increased attention at the Blue to programming, and follows shortly after announcement of a reorganization and expansion of cooperative programs [BROADCASTING, Dec. 18].

In rearranging the programs, Mr. Jaeger said, the Blue network aims to present better balanced programming; to give the advertisers the best possible competitive time segments; and to make available to advertisers the specific time periods they have requested. The primary aim, he emphasized, was to offer sponsors the spots "in which their programs can attract the largest possible audiences and offer the most competition to programs on other networks."

Programs affected, their sponsors and agencies, date of switch, the new times they will be heard, together with current broadcast time, follow:

Guy Lombardo, Larus & Bro. Co. (Warwick & Legler Inc.), Jan. 1 to Mon., 10-10:30 p.m. from Sat., 10 p.m.

Keep Up With the World, Elgin National Watch Co. (J. Walter Thompson Co.), Jan. 3 to Wed., 9-9:30 p.m. from Sun., 10:30 p.m.

Fred Waring, Owens-Illinois Glass Co. (JWT), Jan. 4 to Thurs., 10-10:30 p.m. from Thurs., 7 p.m.

The Man Called X, Lockheed Aircraft Corp. (Foote, Cone & Belding), Jan. 6 to Sat., 10-10:30 p.m. from Sat., 10:30 p.m.

Earl Godwin, Hastings Mfg. Co. (Keeling & Co.), Jan. 11 to Thurs., 8-8:15 p.m. from Fri., 10 p.m.

Ed Wynn's Happy Island, Borden Co. (Young & Rubicam), Jan. 15 to Mon., 9-9:30 p.m. from Fri., 7 p.m.

David Harding—Counterspy, Mail Pouch Tobacco Co. (Walker & Downing), Jan. 17 to Wed., 8:30-9 p.m. from Mon., 9 p.m.

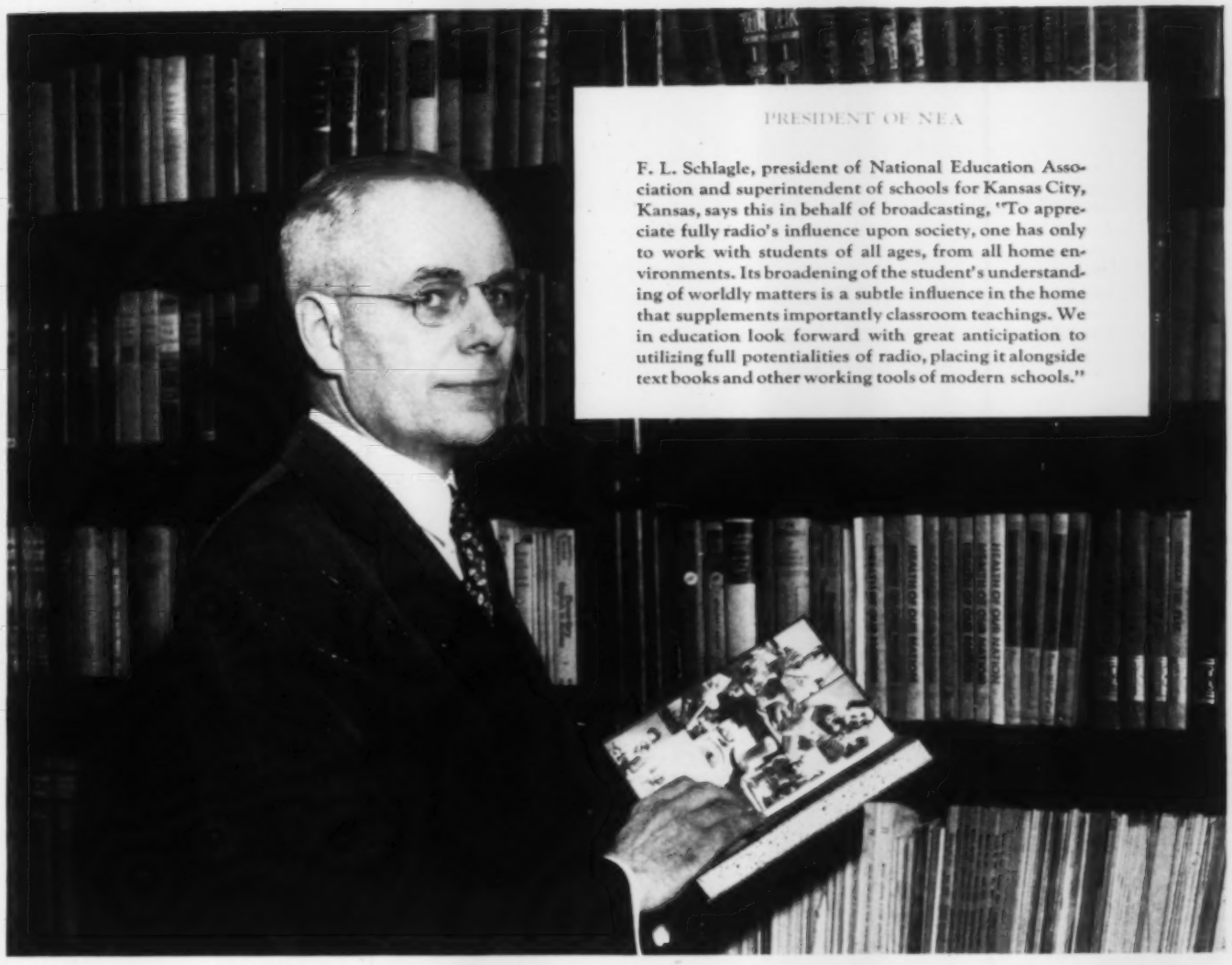
Top of the Evening With Ted Malone, Westinghouse Electric and Mfg. Co. (McCann-Erickson Inc.), now Mon., Tues. and Wed., 8-8:15 p.m., having moved from Mon., Wed. and Fri., 10:15 p.m.

Don Prindle-Wendell Niles, Charles E. Hires Co. (N. W. Ayer & Son), Jan. 24 to Wed., 10 p.m. Current Hires show, *Heidt Time for Hires* off Mon. 7 p.m. Jan. 15.

Scramby Amby, Manhattan Soap Co. (Duane Jones Co.). Date undetermined to Fri., 10-10:30 p.m. from Wed., 10:30 p.m.

Salvation Army Renews

SALVATION ARMY has renewed its series on WFIL Philadelphia for 26 weeks. The program is presided over by Mrs. Samuel Hepburn, wife of the Salvation Army's Brigadier General. Directed toward a women's audience, Mrs. Hepburn discusses the work of charitable organizations here and abroad. Individual Salvation Army members are highlighted on the program. Series is produced by Labrum & Hansen Agency, Philadelphia, and broadcast, in addition to WFIL, over WILM Wilmington, WGAL Lancaster, WEEU Reading, WSAN Allentown, Pa., on Saturday morning.



PRESIDENT OF NEA

F. L. Schlagle, president of National Education Association and superintendent of schools for Kansas City, Kansas, says this in behalf of broadcasting, "To appreciate fully radio's influence upon society, one has only to work with students of all ages, from all home environments. Its broadening of the student's understanding of worldly matters is a subtle influence in the home that supplements importantly classroom teachings. We in education look forward with great anticipation to utilizing full potentialities of radio, placing it alongside text books and other working tools of modern schools."

Broadening radio's service to education is a fundamental tenet of station operation at KMBC. Noteworthy among this station's projects in education is the *KMBC Schoolhouse.* Three times weekly, the bell in the schoolhouse tower calls the class to order—on Mondays, the upper elementary and high school grades, for *Inside the News* with Erle Smith and his student newscaster of the week; on Wednesdays, the upper elementary grades, for *Fun with Facts,* Edwin Browne, KMBC's Educational Director, as radio schoolmaster; and on Fridays, the primary grades, for *The Magic Book* with Caroline Ellis. All this —and the *Columbia School of the Air,* currently in its 15th season over KMBC!

DEDICATED
IN BEHALF OF
AMERICAN
BROADCASTING
TO THE HOME AND THE COMMUNITY

KMBC

OF KANSAS CITY

FREE & PETERS, INC.

Of Course—
KMBC-FM
An extra service
at no extra cost

SINCE 1928—THE BASIC CBS STATION FOR MISSOURI AND KANSAS

IT'S TIME YOU KNEW THE FACTS!

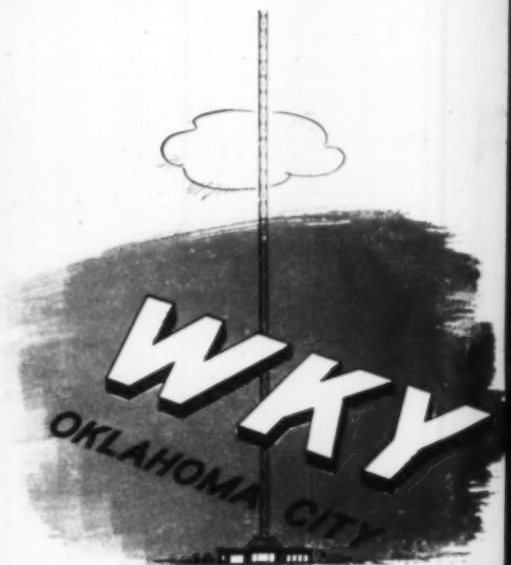
THE Santa Claus mask has been lifted from Oklahoma radio data.

Today, the facts of radio listening in Oklahoma stand revealed by the study conducted under the supervision of Dr. F. L. Whan of the University of Wichita.

Dr. Whan, who for years has been measuring radio listening in other states and is today quite well and reliably known in the industry, has made the first impartial, statewide survey of radio listening ever made in Oklahoma. He has brushed aside old legends without fear or favor and, as a result of 6,422 interviews, has developed a true picture of radio listening in Oklahoma based on facts.

The picture shows WKY dominating the Oklahoma scene in practically every respect. It is the station to which more Oklahomans listen than to any other; it is the most popular station with farm listeners; it is the state's most listened-to station for news and market reports; it dominates morning, afternoon, and night in coverage of the state's greatest buying power.

If you want to know what stations Oklahomans like, what programs they prefer, when they listen and how much, and many other vital facts about radio listening, consult "The Oklahoma Radio Audience of 1944". A copy will be sent on request.



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The Daily Oklahoman and Times - The Farmer-Stockman
KVOR, Colorado Springs - KLZ, Denver (Affiliated Mgmt.)
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PRINTED IN U.S.A.